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Automotive News

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Voila!

Matt DeLorenzo

Partners AMC/Renault show '83 Alliance

The AMC/Renault Alliance, which bows as an '83 model this fall, had its first showing at the recent NAFA meeting. The Alliance has front and rear styling changes from its European counterpart, the Renault R-9. Initially Alliance will be offered only in this four-door sedan version, though two-door sedan and wagon models are in the works. It will be assembled at AMC's Kenosha plant. AMC hopes to sell 100,000 units during the first year. Standard Alliance drivetrain will be a 1.4-liter engine with four-speed, five-speed and automatic transmissions. Wheelbase is 97.2 inches. Overall length is 165 inches. The Alliance carries both AMC and Renault badges (below).

66-day supply on hand

New-car inventory climbs

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory climbed during April as the hoped-for spring selling surge failed to materialize and the industry opened May with a 66-day supply.

While the inventory situation was a vast improvement over that of just a few months ago—it reached a record 107 days on Jan. 1—there was not unalloyed joy in Detroit because of the continuing anemic sales pace.

The domestic new-car inventory totaled 1,260,633 on May 1, up slightly from 1,246,648 a month earlier. A lower daily sales rate in April contributed more to the increase in the days-supply figure to 66 from 58½ than the unit count increase. A year ago, the industry had 1,348,836 cars in stock May 1, a 66-day supply.

By size class, the distortion between the heavy supply of subcompacts and the other segments increased.

• Among the corporate makers, only American Motors and Volkswagen of America trimmed their supplies during April.

General Motors opened May 1 with a 63-day supply, up from a 59-day supply on April 1. The hot new Camaro and Firebird were in shortest supply.

Ford Motor Co. boosted its inventory to a 66-day supply, from 51 days a month earlier.

Chrysler Corp. had a 76-day stockpile May 1, compared with a 62-day supply April 1.

AMC trimmed its stockpile to a 73-day supply from 80 days a month earlier, while VWoA opened May with an 83½-day stock, down from 97 days.

The May 1 domestic inventory was divided this way: GM, 59.32 percent; Ford Motor Co., 22.61 percent; Chrysler Corp., 13.71 percent; VWoA, 2.49 percent, and AMC, 1.87 percent.

A month earlier, the domestic inventory was divided as follows: GM, 61.27 percent; Ford

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Motor Co., 20.54 percent; Chrysler Corp., 13.34 percent; VWoA, 2.90 percent, and AMC, 1.95 percent.

• By size class, the figures make it clear where the heaviest burden is, as the subcompact inventory ballooned to a 91-day supply, compared with 69 days a month earlier.

The supply of compacts rose to 57 days' supply from 44 days, while the larger cars were in shorter supply than a month earlier. The industry had a 65-day supply of intermediates, down from 66 days, a 48-day stock of standards, down from 63 days, and a 59-day supply of luxury cars, off from 60 days.

The May 1 inventory was divided this way by market segment: Subcompact, 29.23 percent; compact, 20.79 percent; intermediate, 30.89 percent; standard, 11.97 percent, and luxury, 7.12 percent.

A month earlier, the inventory was divided as follows: Subcompact, 28.73 percent; compact, 20.38 percent; intermediate, 31.83 percent; standard, 12.45

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Gain in Service Index is biggest in 9 months

By Francis J. Gawronski
Service Editor

With all indicators except one tallying impressive advances, service and parts business at new-car dealerships in March registered its biggest gain in nine months.

According to the Automotive News Service Index, shop volume in March amounted to

Table on Page 2.

114.6 percent of the business recorded in the same month in 1981.

It was the biggest monthly gain since June, 1981, when dealership service and parts business showed a gain of 16.6 percent over the year-earlier figure.

In February, shop volume was 112.2 percent of the business recorded in February, 1981, while March, 1981, showed a gain of 4.9 percent over the year-ago figure.

March also marked the 13th consecutive month in which dealers' shop business has shown an increase over the comparable period the year before.

As in February, all indicators used in the Service Index, except repair orders written, posted gains in March. ROs dipped 2.7 percent.

The leading indicator in March was sales of all parts and accessories, up 25.5 percent over similar sales in the same month a year ago.

Shop parts sales, those used in dealer shops on both customer-paid and warranty repairs, were up 24.8 percent, while profit on all labor, parts and P&A sales—the most important indicator from the dealer's viewpoint — were up 15.3 percent.

Total labor sales, both customer-paid and warranty, were up 11.3 percent in March.

Figures used in the Service Index are averages compiled from dealer reports on shop business from a cross-section of the nation's new-car dealerships.

For the first three months of the year, service and parts business amounted to 110.9 percent of the volume done during the same period a year ago. The two-month, year-to-date volume was up 8.9 percent over the year-earlier figure.

The leading indicator in the January-March period was sales of all parts and accessories, up 19.0 percent, followed by shop parts sales, up 18.1 percent, and gross profit, up 13.3 percent.

Labor sales were up 8.1 percent for the period, while repair orders written were down 4.5 percent.

Program pays cash for sales if dealers order their quota

Chrysler begins push-pull buildout

By Joseph Bohn
Marketing Editor

Chrysler Corp. has launched its traditional buildout program, which it offers in lieu of a carryover allowance on prior-year models in stock on new-car announcement day.

It also extended the 5/50 warranty through Sept. 30.

The buildout program is a somewhat complicated push-pull, with retail dealer payments geared to wholesale orders.

Dealer payoffs are only on cars. Trucks are covered by a previously announced consumer rebate plan running through June 30 on import trucks and June 6 on domestic trucks.

However, trucks are part of the wholesale purchase objective which a dealer must meet to qualify for retail payments.

Dealers must place all wholesale orders on domestic cars and trucks by May 25 to qualify. They are paid for retail sales from May 11 to Sept. 30.

Import-car wholesale orders must be placed in the following way: 30 percent of total by May 25; 60 percent by June 25; 80 percent by July 25, and 100 or 120 percent (depending at what level the dealer wants to play) by Aug. 25.

Dealers can place wholesale orders at level 1, 2 or 3. Level 1 means a dealer accepts only 80 percent of his wholesale order objective.

At this level, a dealer earns flat non-retroactive payments based on hitting a retail objective: 0-25 percent pays nothing; 26-50 percent pays $50 per unit; 51-75 percent pays $100 per unit; 76-100 percent pays $150 per unit, and 101 percent and over pays $200 per unit.

• At level 1, dealers receive no payment on retail for the LeBaron and Dodge 400 convertibles and the New Yorker. They receive no import-car payments. However, they qualify for consumer rebates on import cars in the following amount: $300 on '81/'82 Sapporo/Challenger, $400 on '81/'82 Colt/Champ base and Deluxe models; $500 on '81/'82 Colt/Champ Custom models.

If a dealer plays at level 2, meaning he accepts 100 percent his wholesale objective, he is paid on a retail objective in the

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breaking news

Crews called back

DETROIT.—General Motors will call back 1,800 hourly workers at its Willow Run (Mich.) assembly plant June 21 when it increases production from 50 cars an hour to 70 an hour on two shifts. The plant builds the Oldsmobile Omega and Buick Skylark X-cars. In addition, the company will return 2,100 workers to jobs in component plants to support the increased production.

New service contract

LOS ANGELES. — In response to Chrysler Corp.'s 5-year/50,000-mile new-car warranty program, American Warranty Corp. has anounced a Major Mechanical Coverage Program exclusively for

See BREAKING NEWS, Page 8, Col. 1

Diesel-car bonanza turning sour; sales off 35 pct. for 1982

By Jim Plegue
Staff Writer

The diesel boom has become a bust.

After posting enormous increases during the last two calendar years, sales of diesel-powered automobiles in the U. S. have taken a nosedive during the first four months of 1982.

Domestic and import makers sold 113,126 diesel cars from Jan. 1 to April 30 of this year, a 35.38-percent plunge from the 175,617 sold during the comparable period in 1981.

"The appeal of the diesel engine is now being offset by the fact that gasoline prices are lower and diesel fuel is more expensive, and the fact that premium prices are charged for the diesel engine itself," said Maryann Keller, vice president and auto analyst for Paine Webber Mitchell Hutchins, New York.

The American Automobile Assn., in a recent report, said the average price for gasoline and diesel fuel at the end of April was the same — about $1.24 per gallon. The AAA said gasoline prices dropped about 11 cents per gallon during March and April, while diesel fuel prices came down only 5.4 cents per gallon during those months.

The result has been an abrupt about-face by American car buyers. During 1981, diesel sales topped a half-million units and were up 30 percent from calendar 1980, which was up 40 percent from calendar 1979. Now, diesel sales have slowed and already some overstocked dealers are cutting prices on diesel vehicles.

Diesel mainstays General Motors and Volkswagen-Audi took a beating during the first four months of 1982. GM lost the largest market share of all companies, while Volkswagen recorded the largest sales decrease.

GM's market share dropped 7.38 percentage points, from a 62.87-percent share during 1981 to 55.49 percent during 1982. Sales of diesel-powered GM vehicles during the first four months of 1982 totaled 62,778 units, down 43.14 percent from the 110,415 sold during the equivalent period in 1981.

All GM divisions reported sales declines during the four-month period. While Chevrolet, Cadillac and Buick sales were down, they increased their penetration of the diesel market.

Oldsmobile sales of 29,118 diesel cars during the four-month period of '82 represented a 47.61 percent drop from the 55,581 units sold during the equivalent period last year. Likewise, Oldsmobile's market share dropped substantially — down 6.91 percentage points, from 31.65 percent in 1981 to 24.74 percent in 1982.

Lynn C. Myers, manager of market analysis for Oldsmobile, said in a recent statement that Oldsmobile does not foresee a drop in repeat diesel sales "but conquest sales are rather slow."

Pontiac diesel sales tumbled 89.35 percent with the division surrendering 7.59 percentage points of its market share. The Pontiac losses are largely a result of that division dropping its standard-sized (B-body) cars, which had a 30-percent diesel installation rate.

• Volkswagen-Audi fared no better than GM. Total VW-Audi diesel sales from Jan. 1 to April 30 totaled 20,171 units, down a whopping 52.29 percent from the 42,280 sold during the comparable '81 period. VW-Audi market share declined 6.24 percentage points.

While Audi diesel sales remained steady (primarily because of the new 4000D model), sales of diesel-powered Volkswagen models were down by more than half. VW sold 18,082 diesel cars in the first four months of this year, down 55.10 percent from 40,194 sold during the 1981 period.

Of that total, VW sold 14,585 diesel Rabbits, down 57.63 percent from the 34,422 sold during 1981. Diesel installation rate in Rabbit models is now about 46 percent, compared with 60 percent during the first four months of 1981, a VW spokesman said.

Sales of diesel Mercedes-Benz models during the first four months of 1982 were down 2.27 percent but market penetration was up. The German maker collected 14.50 percent of the diesel market during the first four months, up 4.94 percentage points from the 9.56-percent share it held during the comparable '81 period.

Peugeot diesel sales were off 25.33 percent during the period but market share was up slightly. Volvo sold 2,689 diesel models but comparisons with last year are not valid since Volvo was unable to certify a 1981-model diesel engine. Figures for last year represent 1980-model diesels.

Datsun sold 4,121 diesel-powered Maxima models through April of this year while Isuzu sold 3,618 diesel-powered I-Mark models. Isuzu entered the U. S. market in March of 1981.

GM and Isuzu planning world marketing firm

TOKYO. — Isuzu Motors, Ltd. anl its U. S. affiliate, General Motors, are establishing a joint venture here to market Isuzu products around the world except for the U. S. and Europe.

Marketing efforts will be concentrated in Africa, the Middle East and Latin America.

Agreement on basic terms of the marketing program has been reached by Isuzu President Toshio Okamoto and GM Chairman Roger B. Smith, Japanese press reports said.

In Detroit, GM called those reports premature and said it is too early to discuss marketing plans.

The projected company will be 51 percent Isuzu-owned. The balance will be owned by GM Overseas Distribution Corp., a GM subsidiary. Vice president will be Joji Mizusawa, reports here said.

A total capitalization figure has not yet been arrived at and other details have not been made final.

GM Overseas Distribution Corp. has offices in Athens, Singapore and Panama. Those offices have handled sales of Isuzu cars and trucks in the past and that work will be transferred to a new Tokyo office. A GM office in London will remain independent.

Sales of diesel-powered new cars in the U. S.

	1982 Sales	Percent Share of Market	1981 Sales	Percent Share of Market
Cadillac	7,878	6.96	12,005	6.8
Buick	12,380	10.94	14,505	8.2
Pontiac	1,702	1.51	15,384	9.1
Chevrolet	11,700	10.34	*12,340	*7.0
Oldsmobile	29,118	24.74	55,581	31.6
General Motors Total	62,778	55.49	110,415	62.8
Volkswagen	18,082	15.98	40,194	22.8
Audi	2,089	1.85	2,086	1.1
VW-Audi Total	20,171	17.83	42,280	24.0
Mercedes-Benz	16,404	14.50	16,786	9.5
Peugeot	3,345	2.96	4,480	2.5
Volvo	2,689	2.38	1,198	.7
Datsun	4,121	3.64	.....	...
Isuzu	3,618	3.20	.....	...
TOTAL	113,126	.....	175,617	...

*Estimated

More room for passengers, luxuries

Lahav Import & Export Agencies, London, now offers a stretched Mercedes-Benz 500 limousine. The coach building is done by Aston Martin and Panther Car Co., with all original Mercedes parts under the hood. A 500 Limousine was shown at the mid-May Los Angeles Auto-Expo. Lahav has U. S. offices in Fort Lauderdale, Fla.

Going beyond the regular 4WD market

Jeep seeks broader prospect base

By Joseph Bohn
Marketing Editor

SOUTHFIELD, Mich.—The 4-WD market is coming back, but not fast enough to suit Jeep officials.

They have launched a new phase of a marketing program that is designed to expand Jeep awareness and penetration beyond the 4WD market, while setting the stage for introduction of a new generation of downsized Cherokees and Wagoneers, code-named XJ.

"Why drive a car when you can drive a Jeep" is the new theme line of all ads, an effort to transcend the limited 4WD market and reach out to car prospects of all types.

A number of new ads, combining Jeep products are being run.

The first of the smaller, more-fuel-efficient XJs to be introduced will be Cherokee, tentatively slated to arrive in May, 1983. It is slated to go into production at Toledo next March.

Following Cherokee some months later will be the new Wagoneer, followed by a smaller pickup.

Cherokee is positioned more at the offroad, sporty side of the market; Wagoneer, more at the family wagon side. Their strongest competitors are Bronco and Blazer.

Jeep officials are tentatively planning to retain current, larger models for a time after the new, smaller versions are introduced, though for how long depends on market conditions.

Cherokee and Wagoneer are expected to retain 90 percent of current models' roominess, while boosting fuel economy to near 25-MPG city and 30-plus on the highway.

A turbocharged Renault diesel being planned for later will boost those economy numbers even further.

• Officials are laying ambitious plans for the new models, beginning with a 100 percent boost in Jeep's advertising for calendar 1983. They expect total Jeep sales to reach 140,000 by 1985, compared with less than 100,000 for 1982, and the XJ series alone to account for 100,000 by 1986.

Ambitious export plans are also in the works for the XJ series, described as "world vehicles."

But for the time being, officials are concentrating on shoring up Jeep awareness and purchase consideration.

The pricing problem was addressed in April, when CJ/Scrambler prices were cut to $6,765 to lure back traditional younger buyers — the "beer can" prospects — who had been priced out for varying reasons.

As a result, CJ's penetration climbed 15 percent in April, while the 4WD segment as a whole was off 28 percent, according to Raymond Avedian, man-

Continued on Page 62, Col. 4

John Z. could inherit lesser role

Potential new investor lined up by DeLorean

By Edward Lapham
Financial Editor

The DeLorean sports-car enterprise last week took yet another step in its financial restructuring program, a step which could ultimately lead to a backseat role for enterprise progenitor John Z. DeLorean.

John DeLorean told Automotive News he would likely introduce one of the potential investors to the receiver in his office and "hopefully deliver something" in the way of a firm proposal to reacquire the Northern Ireland assembly plant to the receiver by last Friday.

The potential investor is Peter Kalikow, a principal in the Manhattan real estate firm of H. J. Kalikow & Co. He is considering an equity investment in DeLorean Motor Co.

DeLorean said that "depending on how much money" Kalikow "puts in, he's likely to take a dominant position, which, of course, he's entitled to."

DeLorean said he would not leave active participation in the company, however. "If he had a controlling position, he's said that he would want me to stay in charge of the thing," DeLorean said.

DeLorean said that "after we get a little further along and get the situation stabilized out" it might not be necessary for him to have such an active role in the organization he created "but at this time I think it probably is."

Kalikow was not available for comment.

In addition to the potential arrangement with Kalikow, which seemed to most insiders to be something DeLorean would like to avoid because of the likelihood of a diminished role for him personally, the auto executive is known to have

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SERVICE INDEX
114.6*
Story on Page One.

	Mar., '82 vs. Mar., '81	3 mos., '82 vs. 3 mos., '81
Gross Profit on All Labor and P&A Sales	+15.3%	+13.3%
Repair Orders Written	— 2.7%	+ 4.5%
Total Labor Sales (Customer & Warranty)	+11.3%	+ 8.1%
Shop Parts Sales (Customer & Warranty)	+24.8%	+18.1%
Sales of All P&A	+ 25.5%	+19.0%

*—Survey by Automotive News shows that dealers' service and parts business in March, 1982, was 114.6 percent of business in March, 1981. Service business in the three months of 1981 was 110.9 percent of business in the corresponding period in 1981.

1.2 million shares going to bond holder

GM to use stock to retire debt

By Edward Lapham
Financial Editor

General Motors last week adopted a new tactic in its efforts to conserve cash by announcing it plans to trade nearly 1.2 million newly issued shares of its common stock for a portion of its outstanding debt. It is the first time in GM history it has redeemed debt with equity.

Richard Dugan, GM assistant treasurer, told AUTOMOTIVE NEWS there are three ways GM will benefit by the swap: A favorable effect on its balance sheet, a reduced tax effect and a "cheaper" redemption price for the sinking funds due soon on the debt issued in 1975 and held by Morgan Stanley & Co.

Dugan said it is the first time since 1954 that GM has been in the position to redeem debt.

He said no date has been set for the transaction. However, the preliminary prospectus filed by GM last week indicated the transaction will likely occur this month.

There will be no direct public offering of stock by GM, but Dugan conceded and analysts concurred that it is likely Morgan Stanley will in turn sell some or all of the nearly 1.2 million shares expected to be swapped for about $140 million aggregate principal of 8⅝ percent debentures due 2005.

The prospectus also said the exact terms of the agreement will be established at a pricing meeting, which could be held as early as this week and could involve GM paying some cash in addition to the stock.

Analysts generally saw the move as an effort by GM to conserve cash in order to finance its programs although Dugan, referring to the cash portion of the redemption price, said it is a way to use current "excess cash."

Arthur Davis, Prescott Ball & Turben auto analyst, said he believes GM will have to find other ways to generate needed capital, perhaps through a public stock offering.

"They've got a lot more to do," Davis said. "This is just a drop in the bucket. This is just scratching the surface of what has to be done by all of the auto companies to reliquify their balance sheets."

Dugan said there are no current plans for a public stock offering.

GM received what Dugan called a "fortuitous" advantage the day before the filing of the preliminary prospectus when one well-respected Wall Street analyst issued a report upgrading her analysis of GM's long-term prospects.

Maryann Keller, Paine Webber Mitchell Hutchins vice president and auto analyst, changed her opinion from a reserved cyclical trading recommendation to a "buy" recommendation.

In her report, she cited pending GM joint-venture agreements with car maker Toyota and robot maker Fujitsu as evidence of a new thinking at GM. Her report sparked rumors GM was about to announce an agreement with Toyota and prompted heavy trading on the New York Stock Exchange which resulted in the price of GM stock rising to a new high for the year. GM denied the Toyota rumor. The net result is that it is now likely GM will have to pay less to redeem the debt because its stock is worth more.

The practice of converting bank debt or redeeming debentures with stock has become popular recently as cash-strapped companies have struggled to simultaneously avoid insolvency and technical default on bank loan agreements or debenture requirements. GM, of course, is not in that position.

One of the most prominent examples of the practice was Chrysler Corp. which, as part of its financial restructuring and at the behest of the Federal Loan Guarantee Board, converted a portion of its bank debt to preferred stock.

It is likely that International Harvester Co. will attempt a similar arrangement with its 200 lenders as part of its restructuring.

Would-be car thieves fingered by dealer

DETROIT. — One Detroit-area Oldsmobile dealer has been reminded dramatically of the power of persuasive speaking. Awakened by noise of two youths breaking into his car on a darkened lot two floors below his apartment, he raised the window and extended his forefinger.

The dealer ordered the boys to spreadeagle and freeze flat. His wife tossed him pieces of clothing to put on as she phoned the police who collared the would-be car boosters. Cops said the two were amateurs, probably on their first job.

New Dart gets presidential inspection

Chrysler de Mexico officials show President Jose Lopez Portillo one of the first Mexican - built front - wheel - drive Dodge Dart station wagons. The Chrysler subsidiary started production of the new Volare and Dart K models last February. Production goal is 57,000 of the four-cylinder models through the remainder of the calendar year.

UAW slates new vote on contract with AMC

The UAW is going to make another attempt to get its new contract with American Motors ratified.

Local 12 at the Jeep plant in Toledo, which voted down the new pact May 3, will vote again on the agreement tomorrow (May 18).

Workers at the Kenosha and Milwaukee plants approved the new contract, which would provide an employe investment plan worth between $110 million and $115 million to be used for AMC's $1 billion new-product program. All three locations must approve the agreement before it can go into effect.

After the defeat, Richard T. MacCracken, AMC labor relations vice president, said the company's long-term new-product projects could be in jeopardy without the help of the hourly workers. He warned then that steps should be taken quickly to get the agreement ratified because changes have to be made now.

MacCracken said he is confident the contract will be ratified if the workers understand the new agreement. He emphasized that the new AMC pact is a "better deal for the employes than other contracts recently negotiated."

Jeep has been a very profitable segment of AMC's business. While the company does not break out Jeep results, sources inside AMC told AUTOMOTIVE NEWS last week that worldwide Jeep operations are expected to show a profit of more than $50 million in 1982 because of increased overseas demand.

Renault has started marketing Jeep vehicles in Europe and AMC's own efforts elsewhere have opened new markets and increased penetration in existing markets. Renault currently owns 46 percent of AMC.

AMC will introduce a new Alliance four-door sedan this fall and will bring out a new Jeep XJ about six months later. Without the approval of the new labor contract, MacCracken said future Alliance and Jeep models could be in jeopardy. AMC has been short of cash in recent months and has already tapped all available sources such as suppliers, dealers, banks, salaried workers and Renault.

According to the UAW, Toledo voted down the new contract because members were not notified properly of the vote; they were not allowed away from their jobs to vote; misinformation and rumors were circulated in the plant, and some workers did not receive a summary of the proposed agreement.

"We will work with the union to try and insure people have the opportunity to vote," MacCracken said.

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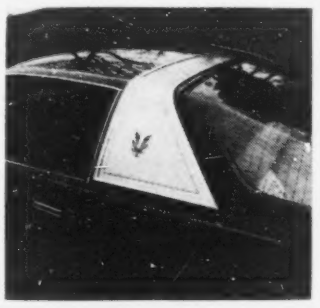


Capping the bird

The Cleveland - based firm of Roman Chariot now offers a dress-up package for the '82 Firebird. Included is a stainless steel top band, chrome mouldings, pin-striping and bird emblems for hood, deck and sides.

Ford eyes sports car as Pontiac 'P' is OK'd

By Jim Plegue
Staff Writer

Pontiac's sporty P-car model, a mid-engined two seater with plastic body and Fiat X 1/9 styling, has cleared the last major hurdle on its way to market as a 1984 model in the fall of '83.

The General Motors Executive Committee recently gave the final OK to the project, a move that must have Pontiac officials breathing a sigh of relief. The P-car is a radical program by Detroit standards and had been put on hold numerous times over the last year while GM painfully counted its dwindling cash reserves.

Even as the P-car approval was being given, rumors were coming out of Dearborn that Ford Motor Co. is seriously considering its own mid-engined two-seat sports car based in part on the Ghia Brezza show car (AUTOMOTIVE NEWS, April 19, 1982).

Like the Brezza, the proposed Ford two-seater would use some EXP/LN7 componentry. Timing for the Ford car is not set, though some sources speculated its debut would be in 1985 or 1986. The Brezza-based sports car could be built in North America or assembled in Italy, where Ford Ghia is located (Turin).

Pontiac's P-car is being developed at an estimated cost of slightly more than $250 million, a bargain when compared with the $2 billion to $3 billion spent on the X-car and the sluggish-selling J-car.

Standard P-car powertrain will be Pontiac's 2.5-liter pushrod inline four-cylinder engine (with throttle-body fuel injection, added to all 2.5-liter engines in '82). It will be mounted transversely above and in front of the rear wheels and mated to a manual four-speed transmission. A three-speed automatic will be optional.

• The P-car will have fully independent suspension — a Chevette-derived system was being studied for the front, with a Chapman-strut-type-system in the rear. Curb weight will be about 2,200 pounds.

Pontiac is still shooting for a price tag of not over $10,000 when the P-car debuts in the fall of '83.

Pontiac engineers would like a five-speed transmission, but one source conceded, "When you're spending only $250 million, you can't tool up new drivetrains."

Still, with standard drivetrain, sources speculate that 0 to 60-MPH times of eight seconds or less and highway fuel economy of 40 MPG are obtainable.

And that's only first-year performance. Pontiac is eying turbocharging and other engines (the 2.0-liter J-car engine and even the 2.8-liter Chevy V-6) — as well as looking for a five-speed gearbox — with hopes of eventually getting 0-60 times of six seconds.

The car's styling is virtually locked in place. The P-car will not have a targa top during its first year, but the open roof is a possibility in subsequent model years.

The P-car does not yet have a name. "Sunfire," "P3000," and even "GTO" have been bandied about, but a decision will not be made until the car has undergone consumer clinic tests.

Although the other GM divisions are interested, the P-car will be a Pontiac exclusive during its first year of production. About 100,000 are expected to be built at the old Pontiac home plant during the '84 model year.

The P is a unique project in that it was developed primarily by Pontiac and Fisher Body, instead of as a corporate program. Pontiac has attempted several times during the last two decades to push a sports-car program through GM's corporate hierachy with no success.

They must be uncorking the champagne bottles in Pontiac.

McClure new president of Arizona dealers

PHOENIX. — Frank McClure, vice-president and general manager of Holmes Tuttle Broadway Ford, Tucson, has been elected president of the Arizona Automobile Dealers Assn.

Also elected were Dick Cunard, Cunard Motor Co., Yuma, president-elect; Frank Di Christofano, Broadway Volvo - Fiat, Tucson, vice president, and Ron Slyter, Sierra Toyota, Sierra Vista, secretary-treasurer.

Output down, sales up in Italy

TURIN.—Italian vehicle production last year fell by 11 percent to 1.43 million.

The main decline was car output, down 13 percent to 1.25 million. Commercial vehicle output improved nearly 6 percent to 176,400, mainly due to opening of the Sevel medium-van plant which contributed 16,000 units.

In the first two months of this year, preliminary figures indicate a further 14 percent decline in auto output (220,900) and 17 percent fall in commercial vehicle volume (27,000) compared to last year.

Domestic demand for cars slowed last year, but still advanced over the previous year. The increase in 1981 was 1.3 percent (to 1.74 million units) following a 19.7 percent leap in 1980 sales over 1979.

The Italian trend the past two years contrasted with the rest of Europe and three other major national markets. Italian sales in that span rose 21.3 percent compared with falls in West Germany (11.2 percent to 2.33 million), France (19.9 percent to 1.835 million) and the UK (13.5 percent to 1.485 million).

Indications from the opening quarter of this year are that Italian sales again have risen slightly (by nearly 2 percent to 485,800), in contrast to further declines in the other countries.

However, Italian producers anticipate sales for the year will run at about the same level as 1981.

While Fiat dominates the market with more than 51 percent, import penetration exceeds 40 percent—and that is without Japanese competition, whose restricted sales last year were 1,741.

The major importer was Renault (10.2 percent), followed by VAG (6.6 percent), Ford (5.3 percent) and Citroen (4.5 percent). Alfa Romeo stood at 6.5 percent.

Study of the figures shows remarkable growth rates by some importers—163 percent by BL over a two-year period, 84 percent by Volvo, 58 percent by BMW and 57 percent by VAG, compared with overall growth of just over one-fifth.

The Italian industry's weakness is car exports. They dropped 17.2 percent to 423,500 last year; however, there was 13.4 percent growth in commercial vehicle exports (91,100).

On a national basis, France was the country's No. 1 car export destination (86,400), closely followed by West Germany (84,300). The next most significant were the UK (36,400) and Switzerland (32,800). Four out of five export cars remained in Europe.

Only 4 percent of car exports found their way to the largest single national market in the world, the U. S.

The country's biggest penetration in export markets was in Switzerland (11.8 percent in a total market of 292,000). But in Germany it had 4.7 percent of 2.33 million, in France 6 percent of 1.83 million and in the UK 4.7 percent of 1.48 million.

VEHICLE SALES IN ITALY

	1981	1980	1979
Alfa Romeo	112,544	118,507	113,909
BL	25,835	13,509	9,832
BMW	34,382	31,789	21,767
Fiat Auto	893,930	883,713	719,386
Fiat	779,834	766,397	632,255
Lancia/Autobianchi	114,096	117,316	87,131
Ford	92,638	78,501	71,085
General Motors	60,412	62,071	53,181
Mercedes-Benz	15,405	13,806	11,192
Nuova Innocenti	20,258	29,178	33,355
Peugeot SA	168,889	193,478	178,451
Citroen	78,340	84,999	79,093
Peugeot	33,283	33,309	30,085
Talbot	57,266	75,170	69,273
Porsche	1,382	1,527	839
Renault	176,721	180,663	139,452
VAG	114,187	90,369	72,794
Audi	21,791	16,978	7,973
Volkswagen	92,396	73,391	64,821
Volvo	15,384	12,276	8,376
Others	6,531	6,458	
Total	1,739,282	1,716,435	1,434,169

Source: ANFIA.

VEHICLE PRODUCTION IN ITALY

Cars

	1981	1980
Alfa Romeo	197,287	219,571
De Tomaso	74	84
Fiat Auto	1,036,175	1,185,177
Fiat	878,365	995,455
Autobianchi	76,967	76,585
Lancia	76,257	110,756
Ferrari	2,566	2,381
Lamborghini	89	64
Maserati	528	555
Nuova Innocenti	23,187	39,770
Total	1,257,340	1,445,221

Trucks, buses

Alfa Romeo	1,570	1,672
Fiat Auto	76,108	89,786
IVECO	81,323	74,631
Fiat	62,254	55,230
OM	17,315	16,449
Magirus	1,754	2,952
Fiat Group total	157,431	164,417
Sevel	16,213	.....
Fiat	8,156	.....
PSA	8,057	.....
Others	1,189	.....
Total	176,403	166,635
Total vehicles	1,433,743	1,611,856

Crucial changes

Continued from Page 12

Fireball technology pioneered in the V-12 — for standard and high-performance outputs.

The AJ6 will go into the XJS coupe initially. Indeed, it is unlikely to be seen in current sedans, and will make its sedan debut in the 1984 XJ40.

Next year the company will introduce the XJ sedan powered by a six-cylinder turbo-diesel from VM of Italy. It will be launched initially in the U. S.

However, Jaguar is not convinced about diesels for its cars. Egan reveals, "Our May head technology is now giving us thermal efficiencies — without the noise and smell — which are very similar to those of diesel engines. From a purely technical point of view we were not sure that it was necessary to do a diesel, but the fad in the market place might make it necessary."

Jaguar can content itself in the knowledge that without having to bear the enormous financial burden of developing its own diesel, it will become a comparatively low-cost risk.

The company is pleased at the public response to the V-12 with its May head combustion chambers which give considerable increases in gas mileage. "Two or three years ago," says a senior executive, "the V-12 was virtually unsaleable."

A decision was made to wind down its production. Now demand is so great that the Radford engine factory in Coventry — now in the process of being refitted in order to make the new AJ6 — is being refacilitized to enable it to make the V-12 as well.

Egan says of the V-12, "When you've done something that very knowledgeable people in the industry tell you is the best in the world, you don't easily get rid of it. I think our job is to make magnificent motor cars. If we go around making cars like everybody else's, we'll go out of business. We must stick to real excellence, which that V-12 engine is.

"We use it as an example to our suppliers. If we can make this big thing reliable, then surely you can make this little thing reliable," he says, holding thumb and forefinger two inches apart.

At the Browns Lane assembly plant, Jaguar is introducing a more rationalized process. This will be done by August, in preparation for introduction of the XJ40.

In the past, cars were made in what is called No. 1 factory, then given road tests before going to the No. 2 plant for a final coat of paint and finishing touches.

Jaguar decided this was a waste of time, and future cars will be completely assembled and roller-tested in No. 1 factory before going to No. 2 for customer validation. They will receive what amounts to a complete pre-delivery inspection before leaving the factory gates.

It is part of Jaguar's major drive on quality and reliability. Egan says his cars are now "in the ballpark" with Mercedes-Benz and BMW.

He gives wider background to how that was achieved. "Great Britain has been going through a revolution. If you were to prognose the future on the events of the 1970s, you would presume that there would be no more manufacturing of any kind of product in this country. But you would also know that countries with long histories seldom do that final act of self-destruction.

"I believe that accidently, Maggie Thatcher's put together the environment in which people can recreate their companies if they choose.

"I know many companies are doing that, and that we will have a newly learned lesson of survival which will stand us in great stead; but we cannot go back to the sloppy ways of the 1970s. We have to manage this company. At one stage the shop stewards ran it, and a bloody bad job they made of it. They couldn't deliver on time. They couldn't deliver a good quality product. They couldn't do anything well. It might have satisfied them, but it didn't satisfy customers.

"Now we run this place, and I would rather close it down than ever run the risk of surrendering management to the union," Egan stresses.

Paying tribute to the enthusiasm of the Jaguar workforce now and the quality they are achieving, he adds, "I think it's tragic that the workforce in this country spent a great deal of time being exploited, dating back to the old mill owners. Since the war the workforce has been exploited by the political objectives of the trades unions for purely political ends. They certainly haven't done the working man any good. The only way you can pay good and consistent wages and offer high employment is if you have a very productive company."

Alfa: Not so great expectations

By Richard Feast
European Editor

"The most important turn in productivity at Alfa Romeo in the last 12 years," is how chairman Ettore Massacesi describes the results of the company's major changes in the spring.

It results from Alfa Romeo's reduced expectations of 1982 sales—190,000 at most compared with an installed capacity of approximately 300,000.

The March 9 agreement calls for periodic shutdowns at the northern plant at Arese, Milan, and Pomigliano d'Arco, near Naples in the south. They are of 60 working days' duration in the north, and 80 days in the south, and involve the entire workforce of around 34,000.

The second agreement involves what the company calls "unemployment compensation at zero hours" for at least one year for 5,700 people.

"Over a suitable period," says Massacesi, "these instruments should make it possible to solve the company's problems without traumatic consequences."

The result will be a reduction in manpower of 13.7 percent to 29,700. Daily production targets are higher than last year's actual outputs by more than 28 percent—1,300 compared with 1,014. There will, of course, be fewer working days.

On a cars-per-worker basis, this year's target is set at 12, compared with 7.1 last year. The greater increase is scheduled to come from the south (15.3 compared with 8.2). In the north it is set at 9.7 compared with 6.2. This, says Massacesi, is without touching the line speed.

The chairman also reported a decline in absentee rates — a particular problem in the southern Alfasud factory. Last year it was approximately 13 percent in the north, and 16.5 percent in the south.

In the first two months of this year, he said, these were reduced to 10.5 percent in the north and 11.9 percent in the south.

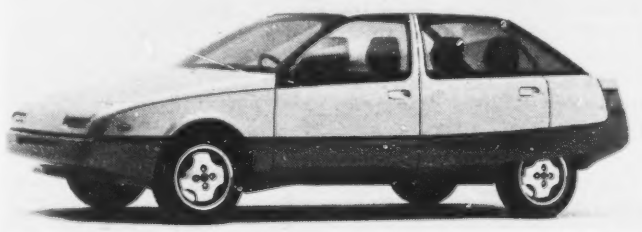
The reduced output this year —down from last year's 197,000 and the previous year's almost 220,000 — stems from Alfa Romeo's lower market expectations. The domestic market, for instance, it believes will decline by 5 percent, followed by a recovery no earlier than 1983.

Says Gianfranco Bellaudi, head of the company's marketing department: "We're a bit more optimistic about foreign markets. In that area we are forecasting an overall though moderate recovery of demand in 1982."

Part of the problem was the company's aged model line. Massacesi admits, "When I became chairman in June 1978 there were only two new models, the Giulietta and Alfa 6." A program of restyling and face-lifting was embarked upon, and the first of these will appear on the Alfasud next year.

Pre-production of the ARNA vehicle, to be built in conjunction with Nissan and to fill the gap below that of the Alfasud, should begin towards the end of this year. It will go on sale in 1983, and the following year will be made at the rate of around 60,000.

In the longer term, Alfa Romeo is planning to replace its Alfetta with a car developed jointly with its great private industry rival, Fiat. The two firms will use the same engineering and sub-assemblies and floors.



Aldo Sessano's Open Design showed off this Ipothesi at the Turin Motor Show. Based on Fiat Ritmo, the central pillar is the only visible element between roof and body. Windows cover the front and rear pillars.

world news briefs

MG lives

There was an emotive outcry in the UK when BL killed off the MG name recently. Now it has been revived, on a tuned version of the Metro hatchback (photo). With 72-HP (compared with 60-HP), the MG Metro is faster than the legendary Mini-Cooper. It is probable there will be an even faster Metro by the end of the year—with turbocharged engine and lowered suspension.

Fuel improvements in France

France's *Chambre Syndicale* reports French cars improved average fuel consumption by 13.7 percent in the five-year period to 1981. Last year's figure was equivalent to 33.6-MPG (U.S.). Over the same period, average power output of engines rose by 3-HP to 58-HP.

Volvo hoists target

Volvo Car Corp. decided in April to increase volume this year by 10,000 units to 220,000. Half the increase will be of the new 760GLE, 15,000 of which will be built this year instead of 10,000.

Citroen confirms stylists

It's official: Citroen confirms that Carl Olsen (48) is to head applied styling (covering a five-year period) while Trevor Fiore (45) takes charge of advanced styling, which covers models to be produced in seven to 10 years. The changes became effective May 1.

Auto prices rise in Germany

West Germany's major auto makers raised prices this spring, after upping them also at the end of December and beginning of January. They blame increasing steel prices and the latest round of wage negotiations. The domestic market remains depressed—down more than 7 percent to 613,000 in the first quarter of this year.

More red ink at PSA

Last year marked another financial loss for the Peugeot SA group—around $320 million, according to preliminary estimates. Automobiles Peugeot (incorporating Talbot) incurred a deficit of some $325 million and Citroen $88 million. Withdrawal from Argentina and a weak performance by Talbot were among the main reasons.

UK gets Australian Mitsubishis

Confirming a report in AUTOMOTIVE NEWS Feb. 22, Australian-built Mitsubishis will be sold in the UK—neatly sidestepping import restrictions on Japanese models. The cars attract more duty than Japanese makes, but new importer Londsale Car Co. (established by the Mitsubishi importer) talks of annual sales of 12,000.

Skepticism over academics

"The European motor industry is skeptical of the value of academic studies on the future of the automobile," according to the president of the liaison committee of Common Market vehicle makers (CLCA), Anthony Fraser. He said at a Berlin conference in connection with the Massachusetts Institute of Technology's examination of the future of the automobile: "Such academic studies have their merits in this respect, but only if they keep things in perspective and are not too ambitious in suggesting policy options."

Production Overseas

ARGENTINA

Cars

	12 mos., 1981	12 mos., 1980
Ford	52,698	71,555
Renault	44,337	58,126
Sevel	25,067	61,188
Volkswagen	17,326	27,771
Total	139,428	218,640

Trucks, Buses

Deutz	58	119
Fiat	231	753
Ford	22,868	41,037
Mercedes-Benz	5,941	9,797
Renault	85	178
Scania	391	788
Sevel	2,146	4,601
Volkswagen	1,202	3,839
Total	32,922	63,153
Total vehicles	172,350	281,793

FRANCE

Cars

	12 mos., 1981	12 mos., 1980
Peugeot SA	217,121	209,792
Citroen	95,696	87,389
Peogeot	84,023	88,297
Talbot	37,582	34,106
Renault	241,402	242,414
Total	458,703	452,206

Trucks, Buses

CBM	19	11
Peugeot SA	23,750	30,134
Citroen	4,667	7,129
Peugeot	16,380	21,064
Talbot	2,703	1,941
Renault	37,862	40,030
Sovam	8	21
Unic	731	2,242
Total	62,370	72,438
Total vehicles	521,073	524,644

JAPAN

Cars

	12 mos., 1981	12 mos., 1980
Daihatsu	20,554	26,304
Fuji	29,614	31,974
Honda	143,297	137,772
Isuzu	20,446	20,493
Mitsubishi	88,585	95,574
Nissan	286,680	286,508
Suzuki	9,860	15,091
Toyo Kogyo	132,330	132,079
Toyota	330,479	350,591
Total	1,061,845	1,096,386

Trucks, Buses

Daihatsu	43,493	50,065
Fuji	49,607	39,222
Hino	11,195	11,320
Honda	22,547	23,220
Isuzu	46,377	57,493
Mitsubishi	66,677	73,282
Nissan	103,362	112,130
Nissan Diesel	6,187	7,178
Suzuki	68,788	68,025
Toyo Kogyo	46,111	58,239
Toyota	147,557	152,682
Others	129	121
Total	612,030	652,983
Total vehicles	1,673,875	1,749,369

Registrations Overseas

UNITED KINGDOM

Cars

	3 mos., 1982	3 mos., 1981
Alfa Romeo	2,510	1,557
BL	68,758	86,877
BMW	6,824	4,949
Colt	1,648	3,659
Daihatsu	1,330	578
Datsun	22,202	28,738
Fiat Auto	12,966	15,462
Ford	139,564	127,944
FSO	649	436
General Motors	44,549	36,229
Honda	2,748	4,262
Hyundai	553	
Lada	3,577	3,689
Lotus	110	65
Mazda	3,018	4,514
Mercedes-Benz	3,998	3,304
Peugeot SA	27,446	33,560
Citroen	6,647	8,123
Peugeot	6,101	5,003
Talbot	14,698	20,434
Reliant	38	137
Renault	18,440	21,842
Rolls-Royce	281	416
Saab	2,663	2,538
Skoda	1,785	1,482
Subaru	666	756
Suzuki	817	613
Toyota	5,417	4,511
VAG	23,953	19,631
Volvo	14,843	11,520
Zastava	505	
Others	1,064	1,114
Total	412,912	420,383

SWEDEN

Cars

	3 mos., 1982	3 mos., 1981
Alfa Romeo	84	155
BMW	686	555
Daihatsu	194	207
Datsun	1,070	1,228
Fiat Auto	1,196	786
Ford	5,182	5,657
General Motors	5,378	4,108
Honda	897	952
Lada	635	722
Mazda	2,114	2,270
Mercedes-Benz	1,180	1,272
Mitsubishi	361	670
Peugeot SA	1,416	1,532
Renault	489	725
Saab	7,657	6,492
Skoda	106	63
Subaru	65	
Toyota	1,938	1,062
VAG	6,323	4,678
Volvo	14,115	13,247
Others	404	721
Total	51,119	46,441

AUSTRIA

Cars

	3 mos., 1982	3 mos., 1981
Alfa Romeo	721	491
BL	173	217
BMW	1,020	1,733
Daihatsu	61	107
Datsun	2,849	3,522
Fiat Auto	3,105	3,111
Ford	3,719	4,942
General Motors	7,327	5,457
Honda	394	707
Lada	388	510
Mazda	4,745	4,540
Mercedes-Benz	1,126	1,653
Mitsubishi	875	1,532
Peugeot SA	3,843	4,615
Porsche	100	125
Renault	2,955	2,925
Saab	138	193
Skoda	67	77
Subaru	743	891
Suzuki	391	357
Toyota	1,526	2,641
VAG	9,203	10,601
Volvo	641	926
Others	35	69
Total	47,036	51,937

WEST GERMANY

Cars

	2 mos., 1982	2 mos., 1981
Alfa Romeo	1,360	1,955
BL	523	949
BMW	19,343	19,420
Daihatsu	798	1,514
Datsun	4,863	6,903
Fiat Auto	15,775	14,035
Ford	34,937	48,774
General Motors	64,120	60,190
Honda	4,541	6,452
Lada	1,023	773
Mazda	4,785	8,570
Mercedes-Benz	34,799	40,256
Mitsubishi	3,972	7,960
Nuova Innocenti	125	319
Peugeot SA	13,839	15,067
Citroen	5,471	6,774
Peugeot	3,435	4,120
Talbot	4,933	4,173
Porsche	1,367	1,572
Renault	12,866	16,458
Saab	428	431
Skoda	230	298
Subaru	754	288
Suzuki	1,417	1,237
Toyota	5,148	9,206
VAG	100,329	103,343
Audi	18,834	24,156
Volkswagen	81,495	79,187
Volvo	1,756	2,127
Others	218	569
Total	329,316	368,666

JAPAN

Cars

	2 mos., 1982	2 mos., 1981
Daihatsu	10,020	10,908
Fuji	8,939	7,614
Honda	32,724	23,109
Isuzu	7,603	8,072
Mitsubishi	27,390	30,520
Nissan	100,858	100,234
Suzuki	8,738	10,041
Toyo Kogyo	30,776	28,770
Toyota	132,451	128,726
Imports (all)	4,479	5,417
Total	363,978	353,411

Trucks, buses

Daihatsu	29,906	30,472
Fuji	23,443	18,358
Hino	5,450	5,800
Honda	17,649	18,275
Isuzu	16,838	18,017
Mitsubishi	36,396	38,853
Nissan	39,340	48,606
Nissan Diesel	2,465	2,933
Suzuki	53,387	48,525
Toyo Kogyo	21,813	24,142
Toyota	46,458	57,107
Total	293,125	311,088
Total vehicles	657,103	664,499

Suzuki lands Indian deal

Suzuki has ended the decade-long search for a partner for India's Maruti auto company, against opposition from many European and Japanese makers. The $265 million deal calls for production of 20,000 small cars and commercial vehicles from 1984.

Peugeot gears up

The Peugeot group's highly automated $240-million gearbox factory at Valenciennes, northern France, has begun production. Output will be used in all future group products, with the ultimate aim of reducing the number of different gearboxes (nine) by half.

Tire makers agree

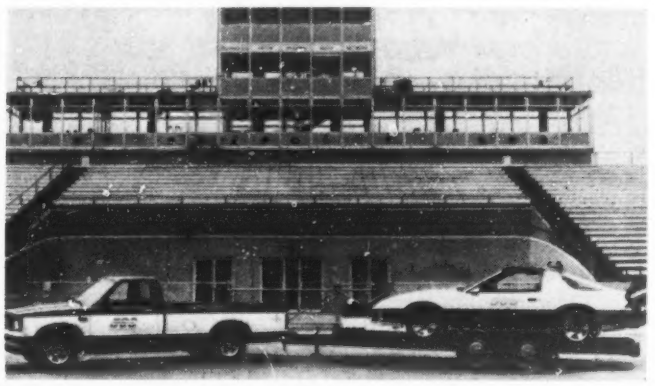
Michelin and Dunlop have agreed to proposals for an international standard for millimetric car tire and wheel sizes. The new range, to be known as TD, will feature Dunlop's Denloc bead-locking system and Michelin's TR rim configuration.

China buys diesels

Japan's Toyo Kogyo will supply 3,000 of its license-built Perkins diesel engines to China annually. The engines will be fitted to a four-wheel-drive vehicle currently being built at Peking.

Italy takes tough line on the Acclaim

BL's Triumph Acclaim, assembled from Honda components in England, is under attack by the Italian industry, which claims the car does not conform to local content standards. Italy, which limits Japanese sales to fewer than 2,000 annually, is finding ways of holding up shipments.



Indy 500 greets Chevrolets

Chevrolet's S-10 compact pickup and the Camaro Z28 will be on hand at this year's Indianapolis 500-mile race. The Camaro will be the pace car, and the S-10 will be one of 12 among the fleet of 75 trucks Chevrolet will provide for this year's event. The vehicles also include conventional pickups, vans, Suburbans and tow trucks.

Extensive service plan is introduced by Eaton

CLEVELAND. — An Extensive Service Policy designed to provide critical support to all Eaton component users has been announced by Eaton Corp.'s Truck Components Marketing (TCM) Division.

Jerry I. Warren, TCM marketing manager, said "increasing customer demand for greater service support, plus the fact that trucks are being kept longer, have prompted Eaton to develop this new policy."

Extensive Service includes three major programs at Eaton's seven TCM branch offices across North America. These are service assistance by phone, revised service training schedules and a new repair/rebuild/replace analysis.

Service assistance by phone is designed to help users shorten vehicle downtime by encouraging the use of Eaton TCM technicians as telephone consultants.

"Service people at all regions have received special instructions for phone diagnosis," said Warren, noting that the program will provide increased support to the dealer service network in addition to Eaton's regular offering of dealer service visits.

He also said special service lines have been installed in one of the largest TCM installations, the Great Lakes region office in Kalamazoo, Mich.

"This was done in response to a high volume of calls in that area," he said, "and other regions are being considered for similar lines."

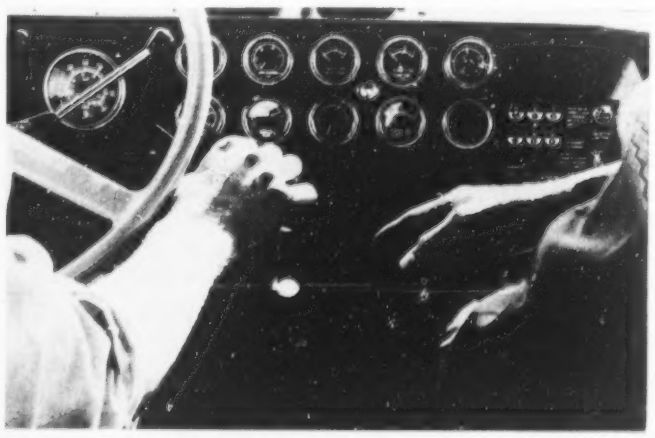
Revised, comprehensive service training schedules include information on recently released Eaton components, including New Generation transmissions with Multi-Mesh gearing, high-torque highway tandem axles and air disc brakes.

New service programs on these components will be run continuously throughout the remainder of 1982.

Driver training is a related component service being offered free of charge by every region. Any driver may apply for instruction in methods of using any Eaton component, ranging from 15-speed Fuller transmissions with double reverse to 65,000-pound planetary double-reduction axles. Range and split-shifting two speed axles also is covered in these courses.

Through the repair/rebuild/replace analysis program, Eaton service technicians can recommend the most economical component repair or replacement schedule for virtually any truck

Continued on Page 30, Col. 5



Eaton offering free driver training

Free driver training is a key feature of Eaton Corp.'s new extensive service policy to provide support to its truck-component users. Here a driver is taught to make range and split shifts with a 15-speed New Generation Fuller transmission and 65,000-pound Dual Range axle.

truck industry news

But total through April is up 12 pct. over last year

April dip ends 3-month sales rise

After three straight months of increases, retail sales of new trucks in the U. S. dipped slightly in April in spite of continued gains in the compact-pickup segment.

The four-month total, however, showed a good boost over the year-earlier count, with light trucks the only one of the three major market categories with an improvement over the 1981 results.

Table on Page 52.

During the month, according to preliminary reports, franchised dealers and factory outlets retailed 208,008 trucks of all types, off 2 percent from last year's 212,169 units.

Through April, the total was 874,242 units, an increase of 12 percent over the 780,461 sold in the like period in 1982.

With the domestic compacts leading the way, small pickups remain the hottest segment of the new-truck market.

In April, 57,910 of these vehicles, both domestic and imports, were retailed, an increase of 36.9 percent over last year's 42,313. The four-month total was up 42.8 percent, from 170,774 units in 1981 to 243,851.

• Sales of the imported compacts—the Japanese-built Chevrolet LUV, Ford Courier, Plymouth Arrow, Dodge Ram 50, Toyota, Datsun, Mazda and Isuzu—were down dramatically for both April and the four-month period.

During the month, dealers sold 26,458 of the imports, a decline of 33.8 percent from last year's 39,967 units. The total through April was down 19.4 percent from a year ago, 127,884 versus 158,673.

Monthly sales of Ford's domestically produced Ranger compact pickup, which was introduced more than five months after the Chevrolet S-10 compact, have nearly caught up with the No. 1 domestic rival.

In April, Ford dealers retailed 11,425 Rangers, compared with 13,363 S-10 sales. Together, the Ranger and the S-10 accounted for 42.8 percent of the compact pickups sold during the month.

The S-10, however, still has a big lead over Ranger for the year, 67,822 versus 21,153.

Sales of the non-captive im-

Continued on Page 52, Col. 1

Rockwell adopts quality program for its suppliers

TROY, Mich. — To insure receipt of top-quality products from its suppliers, Rockwell International's Heavy Vehicles Components Operations (HVCO) is implementing a quality assurance program which it said has received enthusiastic support from all supplier companies.

"Rockwell Automotive is committed to producing nothing short of the best possible products for the transportation industry," said Arthur P. Ronan, HVCO president, "and to accomplish this, we must receive nothing but top quality from our own vendors."

The program, called SQA-80, for "Supplier Quality Assurance for the 80's," involves over 140 of Rockwell's major component suppliers, and focuses on statistical process capability at supplier locations.

It requires suppliers to manage their facilities systems and personnel to deliver products which meet Rockwell's superior quality requirements, Ronan said.

"This in turn requires the vendor to develop control plans

Continued on Page 30, Col. 4

AM General delivers 11 'Hummers' to Army

DETROIT. — AM General Corp. has delivered 11 prototypes of its 1¼-ton High Mobility Multi-Purpose Wheeled Vehicle (HMMWV) to the U. S. Army for testing and evaluation under a development contract awarded last July.

AM General and two other manufacturers — General Dynamics and Teledyne—are competing for an Army contract to build a new high-mobility vehicle capable of performing various combat and combat-support roles on the modern battlefield.

In addition to providing an effective platform for the TOW antitank missile, the Army's plan is to replace selectively more than 50,000 older existing vehicles in the quarter to 1¼-ton-range with the more mobile and versatile HMMWV.

This initial procurement is expected to exceed $1 billion over a five-year period.

The vehicle, dubbed the "Hummer" by AMG, will undergo rigorous testing and evaluation along with the competitive vehicles.

"We expect that this vehicle will undergo more extensive testing than any other tactical truck ever procured by the Army because of the vital combat missions it must perform," said George W. Scharbach, AMG engineering and product development vice president.

"The vehicles will be tested in simulated combat operations such as driving over battleground terrain and launching TOW missiles under battlefield conditions," he added.

Tests will be conducted at Army test sites at Aberdeen, Md.; Yuma, Ariz.; and Hunter-Liggett near Monterey, Calif.

• Upon completion of the test program and following submission of production costs in late 1982, the Army will select one of the three competing entries for the initial production contract.

Scharbach said the Hummer was designed to exceed the expectations of the user.

"Our engineers designed an all-new combat vehicle from the ground up," he said. "Unique engineering solutions were developed to meet the demanding specifications for high ground clearance, low silhou-

Continued on Page 30, Col. 4

Jeep delays startup of Selec-Trac option

SOUTHFIELD, Mich.—Introduction of Jeep Selec-Trac on senior Jeep vehicles, originally scheduled for this month, has been delayed until the start of production of 1983 models.

Selec-Trac, which enables the operator to go from four-wheel-drive to 2x4 via an instrument-panel switch, will be available on Jeep Wagoneer, Cherokee and conventional truck models. Currently, locking hubs are needed to move from full-wheel drive to 2x4.

AMG entry ready for Army testing

This is one of 11 prototype AM General "Hummers," a 1¼-ton High Mobility Multipurpose Wheeled Vehicle (HMMWV), delivered by the American Motors subsidiary to the U.S. Army for testing and evaluation. General Dynamics and Teledyne have developed similar vehicles in the competition for the Army contract.

Total is 545,746; domestics, imports both trail last year

Feb. registrations lowest since 1967

By Jenny L. King
Staff Writer

U. S. new-car registrations in February were down from the year-ago level and were the softest for the month since 1967. They were, however, up 7.18 percent from January when barely more than half a million units were recorded.

The February tally, according to figures compiled by R. L. Polk & Co., was 545,746, down 19.15 percent from 675,045 for the month in 1981, and up 7.18 percent from 509,189 in January of this year.

Registrations for the first two months of 1982 reached 1,054,935, down 19.56 percent from 1,311,533 a year earlier.

Table on Page 48.

Domestic registrations in February were down 19.59 percent from year-ago levels: 381,942 compared with 474,970. They were up 9.03 percent from January when 350,295 new U. S.-built cars were registered.

Domestic registrations for the first two months were 21.87 percent away from the opening months of 1981: 732,237 compared with 937,216.

Imports accounted for a record 30.01 percent of February registrations although in actual numbers they were down 18.13 percent, to 163,804 from 200,075 in 1981. For the two months imports accounted for 30.59 percent of the total, up more than two percentage points from 28.54 percent in 1981. The two-month import total was 322,698, down 13.79 percent from 374,317 last year.

In February, Ford Motor Co., General Motors and combined imports increased their shares of the total, while AMC and Chrysler Corp. yielded ground and miscellaneous domestics remained at 0.02 percent.

Ford edged up 0.99 percentage points to 17.11 percent from 16.12 percent last year. GM claimed 43.53 percent, up from 42.99 percent. Imports climbed 0.37 percentage points to 30.01 percent from 29.64 percent.

In February, Chrysler was down 1.32 percentage points, to 8.07 percent from 9.39 percent a year ago, and American Motors dipped to 1.26 percent from 1.84 percent.

Excluding imports, domestic-only registration shares in February were: GM, 62.19 percent; Ford, 24.45 percent; Chrysler, 11.52 percent; AMC, 1.81 percent, and miscellaneous domestics, 0.03 percent.

A year earlier, domestic-only registration shares were: GM, 61.10 percent; Ford, 22.91 percent; Chrysler, 13.34 percent; AMC, 2.61 percent, and miscellaneous domestics, 0.04 percent.

By market segment, subcompacts, standards, luxury models and imports were up over 1981, as compacts and intermediates lost ground. Imports claimed the single largest segment, 30.01 percent, up from 29.64 percent last year. Luxuries had 5.11 percent, up from 4.27 percent; standards were up to 9.36 percent from 9.19 percent, and subcompacts edged ahead to 17.02 percent from 16.33 percent.

Intermediates dropped to 19.43 percent from 19.73 percent, and compacts were down to 19.07 percent from 20.84 percent.

Of the domestic-only market in February, subcompacts accounted for 24.32 percent; compacts had 27.25 percent; intermediates had 27.76 percent; standards had 13.37 percent, and luxury models had 7.30 percent of the total.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
February '82 vs. February '81

	1982 Mo.	1982 Yr.	1981 Mo.	1981 Yr.
AMC Spirit	1,443	3,030	3,580	6,505
Concord	1,565	3,205	3,790	7,054
Concord SW	514	1,936	1,330	2,811
Eagle 4WD	586	1,165	678	1,466
Eagle 4WD SW	1,513	3,163	1,346	2,817
Eagle SX4 4WD	1,280	2,429	1,681	3,236
TOTAL AMC	6,901	14,928	12,405	23,889
Chrysler LeBaron '81			3,473	7,660
LeBaron '81 SW			640	1,467
LeBaron FWD	4,868	9,846		
LeBaron SW FWD	27	45		
Cordoba	1,086	2,231	2,772	5,886
Newport			681	1,499
New Yorker '81			855	1,893
New Yorker	2,934	5,471		
Imperial	208	444	378	854
Total	9,123	18,037	8,799	19,259
Plymouth		5,768		
Horizon FWD	6,969	13,213	12,784	22,327
Reliant FWD	7,086	14,621	11,482	21,538
Reliant SW FWD	2,599	4,994	3,883	7,342
Gran Fury '81			647	1,103
Gran Fury	1,158	1,802		
Total	17,812	34,630	28,796	52,310
Dodge Omni FWD	6,450	12,390	9,232	17,035
Aries FWD	5,215	10,771	8,901	16,833
Aries SW FWD	2,049	3,932	3,036	5,931
Dodge 400 FWD	1,501	2,982		
Diplomat	1,326	2,733	2,049	4,516
Diplomat SW	16	29	362	885
Mirada	525	1,092	1,583	3,290
St. Regis			624	1,208
Total	17,082	33,929	25,787	49,698
Total Chrysler Corp.	44,017	86,596	63,382	121,267
Ford FWD	20,075	34,550	14,756	28,886
Escort FWD	6,457	11,702	10,137	19,244
Escort SW FWD	3,413	5,928		1
EXP FWD				
Pinto			2,076	4,608
Pinto SW			668	1,501
Fairmont	8,231	16,377	11,672	25,569
Fairmont SW	577	1,079	3,712	7,942
Granada	5,812	11,008	7,825	15,549
Granada SW	2,364	4,714		
LTD	2,885	5,171	4,201	7,928
LTD Crn. Victoria	2,767	5,418	2,763	5,861
Ford SW	1,249	2,492	1,442	2,980
Mustang	7,410	13,600	12,603	25,698
Thunderbird	2,988	6,199	6,201	12,954
Total	64,228	118,238	78,056	158,721
Lincoln Town Car	1,747	3,214	2,049	4,159
Mark VI	1,458	2,908	2,432	4,886
Continental	2,371	4,058		
Total	5,576	10,180	4,481	9,045
Mercury Lynx FWD	6,099	10,114	4,830	9,043
Lynx SW FWD	1,706	3,023	2,742	5,345
LN7 FWD	1,242	2,202		
Bobcat			541	1,132
Bobcat SW			122	255
Zephyr	2,919	5,553	4,045	8,744
Zephyr SW	225	425	980	2,038
Cougar	2,894	5,340	2,957	6,082
Cougar SW	1,012	1,886		
Marquis	557	1,003	601	1,157
Marquis Brougham	1,034	2,345	913	1,900
Grand Marquis	2,075	3,973	1,843	3,562
Marquis SW	614	1,213	655	1,186
XR7	1,170	2,320	2,338	4,903
Capri	2,018	3,867	3,690	7,410
Total	23,565	43,264	26,257	52,757
Linc. Merc. Div. Total	29,141	53,444	30,738	61,802

	1982 Mo.	1982 Yr.	1981 Mo.	1981 Yr.
TOTAL FORD MOTOR CO.	93,369	171,682	108,794	220,523
Buick Skylark FWD	13,594	24,410	15,610	29,396
Skyhawk FWD	530	541		
Century '82 FWD	5,038	7,949		
Regal/Century	13,899	29,488	24,259	47,662
Regal/Century SW	836	1,719	1,144	2,246
Le Sabre	1,867	3,650	1,555	3,243
Le Sabre Limited	3,692	7,447	3,087	6,326
Electra	3,789	7,775	4,009	8,379
Buick SW	862	1,866	726	1,495
Riviera FWD	2,817	6,083	3,166	6,416
Total	46,924	90,928	53,556	105,163
Cadillac de Ville	6,567	14,162	6,829	13,949
Cimarron FWD	1,274	2,482		
Fleetwood & Chas.	2,677	6,184	3,054	5,853
Eldorado FWD	3,500	7,729	3,716	7,951
Seville FWD	1,814	3,407	2,184	4,671
Total	15,832	33,964	15,783	32,424
Chevrolet Chevette	18,657	36,875	36,458	63,556
Camaro	7,711	12,339	6,539	12,724
Monza			4,259	10,838
Cavalier FWD	7,657	12,159		
Cavalier SW FWD	2,080	3,350		
Citation FWD	21,513	39,311	25,710	50,122
Malibu	5,294	12,170	11,695	24,956
Malibu SW	2,155	5,264	4,010	8,202
Celebrity FWD	4,556	6,923		
Monte Carlo	6,780	14,930	12,988	25,095
Impala	3,611	7,144	4,421	9,007
Caprice	6,600	13,335	7,198	15,158
Chevrolet SW	2,605	5,826	3,366	7,150
Corvette	1,461	3,074	2,490	4,837
Total	90,680	172,700	119,134	231,645
Oldsmobile Omega FWD	6,930	12,406	7,983	14,447
Firenza FWD	479	482		
Cutlass Ciera FWD	5,688	9,171		
Cutlass Salon '81			11,967	25,020
Cutlass Sup/Calais '81			19,480	37,633
Cutlass Sup/Calais	17,546	37,091		
Cutlass SW	1,329	2,774	2,264	4,470
Delta 88	759	1,459	920	1,914
Delta Royale	8,293	16,294	8,095	16,332
98	5,667	12,083	5,591	11,577
Oldsmobile SW	1,154	2,571	1,221	2,404
Toronado FWD	1,986	4,214	2,514	5,231
Total	49,831	98,545	60,035	119,028
Pontiac T1000	5,260	9,205		
Firebird	4,715	7,494	4,469	8,539
Sunbird			8,018	16,116
J2000 FWD	3,792	6,442		
J2000 SW FWD	563	949	2	2
Phoenix FWD	5,843	10,222	7,540	14,313
LeMans/Bonn.	4,196	8,308	4,054	8,440
LeMans/Bonn. SW	968	2,018	1,413	3,068
6000 FWD	2,266	3,926		
Grand Prix	5,780	11,845	9,749	18,701
Catalina	86	234	548	1,271
Bonneville '81	344	925	3,001	6,294
Bonn. '81 Brougham	331	796	2,301	4,861
Pontiac SW	110	242	615	1,308
Total	34,274	62,606	41,710	82,913
TOTAL GM CORP.	237,541	458,743	290,218	571,173
(Checker)	93	244	134	302
Misc. Domestic	114	288	171	364
Domestic Station Wagon Total	33,584	67,212	45,816	92,089
Domestic Grand Total	381,942	732,237	474,970	937,216
Import Total	163,804	322,698	200,075	374,317
Grand Total All Registrations	545,746	1,054,935	675,045	1,311,533

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

TOP CARS

U. S. new-car registrations for two months, 1982. Registrations not available for Oklahoma.

1982 Position		Make	1981 Position	
1—	172,700	Chevrolet	231,645—	1
2—	118,238	Ford	158,721—	2
3—	98,545	Oldsmobile	119,028—	3
4—	90,928	Buick	105,163—	4
5—	73,667	Toyota	88,761—	5
6—	62,606	Pontiac	82,913—	6
7—	58,860	Nissan	65,983—	7
8—	58,624	Honda	61,741—	8
9—	43,264	Mercury	52,757—	9
10—	34,630	Plymouth	52,310—	10
11—	33,964	Cadillac	32,424—	12
12—	33,929	Dodge	49,698—	11
13—	22,947	VW	35,410—	13
14—	21,727	Subaru	20,318—	16
15—	20,660	Mazda	29,743—	14
16—	18,037	Chrysler	19,259—	17
17—	14,928	AMC	23,889—	15
18—	10,180	Lincoln	9,045—	19
19—	10,126	Volvo	.....	
20—	9,958	Mercedes	8,358—	20
21—	6,982	Audi	.....	
22—	6,878	BMW	.....	
	.....	Fiesta	9,625—	18
	.....	Colt	7,668—	21
	.....	Champ	7,667—	22
	32,269	Other Imports	39,043	
	288	Misc. Dom.	364	
	1,054,935	TOTAL	1,311,533	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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Three branch managers appointed by GMAC

DETROIT. — GMAC has named Robert L. Honneycutt Jr., F. Joseph McPartlin and Paul C. Wagner to manage field offices.

Honeycutt, who was dealer relations manager in Chattanooga, Tenn., becomes branch manager of the office. He succeeds Paul H. Steen, who is retiring. McPartlin, who was New York regional dealer relations manager, becomes control branch manager in Buffalo. Wagner, who was assistant control branch manager in Greensboro, N. C., becomes branch manager in Winston-Salem. He succeeds Robt. H. Mowers, who takes Wagner's former post.

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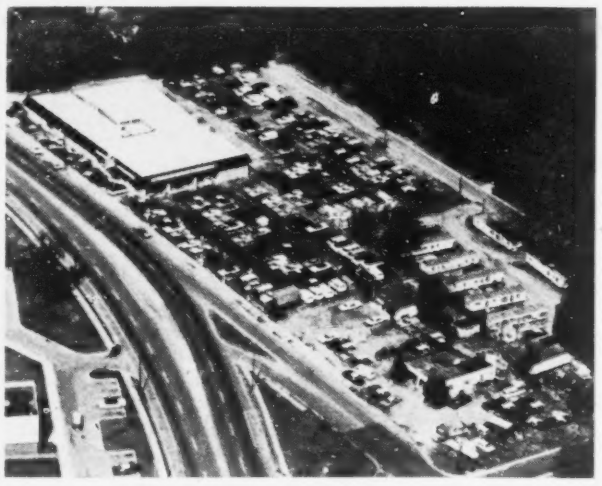

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SD Turbo meant to crack Italian market

BL, VM team up for diesel Rover

BOLOGNA, Italy. — BL has launched its fifth model in the luxury sedan series that started with the Rover 3500 in 1976.

The new car is called the SD Turbo and is powered by a four-cylinder turbocharged diesel engine built by the Italian firm VM.

Styling and interior of the SD Turbo is precisely the same as other up-range models, such as the 2600, and the new car uses the same suspension system, rear axle and braking system.

The news is the turbo diesel engine—a must for any maker selling in Italy, France, Germany or the Benelux countries but hardly necessary in Great Britain or Switzerland.

The diesel's appeal is a matter of national fiscal policy. In Italy, for example, a liter of diesel costs 456 lira, compared with 960 for gasoline (equivalent to $1.31 a gallon versus $2.76).

In the last six months, the diesel trend has become evident in Italy: 40 percent of the cars sold in the upper-middle segment were diesels. Last year, diesels comprised 11.5 percent of all new cars sold in France, 13.7 percent of the German market and 14.4 percent of Italy's sales.

And 10-year forecasts indicate diesels will continue to take bigger shares of the markets.

• But in the United Kingdom last year, only 9,500 new diesel cars were sold—a mere 0.63 of a percent of the total market. Only 311 were sold in 1974. A study by BL indicates the diesel market share in the UK will increase to 4 percent by 1985 and to as much as 15 percent by 1990.

The 2.4-liter, 95-HP engine powering the new Rover is from the same family of modular HR (high revolution) units which VM produces in versions of one to six cylinders, with 500cc or 600cc per cylinder.

VM provides engines to Alfa Romeo for the Alfetta 2.0 Turbo Diesel and to BMW for marine application. Alfa, BMW, Rover and a number of other car makers, including some from Japan, are negotiating with VM to buy engines or to produce them under license.

The VM engine is protected by quite a few patents. One protects its unique design of the crankshaft housing, which is integrated into the cast-iron engine block just underneath the cylinders. The result is a compact and well-balanced engine.

Same look but new power

The new Rover SD Turbo is styled like the Rover 2600, with front spoiler and integrated foglamps, but is powered by a turbocharged diesel engine built by the Italian company VM. The SD Turbo promises to find its strongest markets in European countries like Italy, where diesel fuel is priced low. It bowed for $13,680 there.

The version in the Rover is only 24 inches high and required no modification of the hood. The four-cylinder inline engine is set at an angle to the rear. The gearbox mounting was revised and the differential twisted to accommodate the VM engine.

• VM will announce soon a new family of aluminum diesels which could save 55 pounds or more on a six-cylinder block. VM is believed to be developing an aluminum six-cylinder, 3.6-liter turbo diesel with an intercooler for one version of the Jaguar XJ-40 being developed.

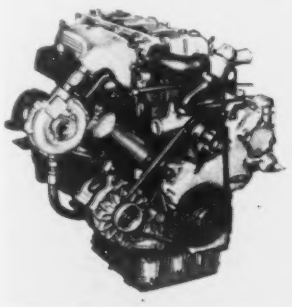
A three-cylinder aluminum engine is also believed to be under development for the next generation of Alfasuds, coming in 1984.

VM agreed to supply BL with 15,000 engines during the next three years, but quantities may be increased if demand warrants. VM has a total potential capacity of 40,000 units a year and is committed to building some 30,000 units, thus allowing for a prompt production increase.

Sergio Mia, managing director of BL Italia, was one of the active promoters of the turbo diesel program. He forecast 2,000 will be sold in Italy this year. It is priced at 18 million lira ($13,680) here, compared with 13 million lira ($9,880) for the Rover 2000, and has a high level of standard equipment.

The engine, code-named HR 492 HT, already meets U. S. requirements. It has also been approved by NATO for military application.

The SD Turbo is equipped with a manual five-speed gearbox, and in a test drive turned in a better top speed than the official 102.5 MPH. The engine's high torque—139 pounds-feet at 2,450 RPM—provides good acceleration, as well.



Engine by VM

Italian engine maker VM builds the diesel 2.4-liter inline four that powers the new Rover SD Turbo. Only 24 inches high, the 95-HP engine has a cast-iron block with integrated crankshaft housing underneath the cylinders.

Renault added

ALBUQUERQUE, N. M. — Bob Coleman and Lonnie Fried have added to their AMC-Jeep operation here.

NEW-CAR MARKET SHARES IN U. S.

	FEBRUARY					TWO MONTHS				
	Regis. Feb., 1982	Percent Share of Market	Regis. Feb., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis. 2 mos., 1982	Percent Share of Market	Regis. 2 mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	90,680	16.62	119,134	17.65	— 1.03	172,700	16.37	231,645	17.66	— 1.29
Ford	64,228	11.77	78,056	11.56	+ 0.21	118,238	11.21	158,721	12.10	— 0.89
Oldsmobile	49,831	9.13	60,035	8.89	+ 0.24	98,545	9.34	119,028	9.08	+ 0.26
Buick	46,924	8.60	53,556	7.93	+ 0.67	90,928	8.62	105,163	8.02	+ 0.60
Pontiac	34,274	6.28	41,710	6.18	+ 0.10	62,606	5.93	82,913	6.32	— 0.39
Mercury	23,565	4.32	26,257	3.89	+ 0.43	43,264	4.10	52,757	4.02	+ 0.08
Plymouth	17,812	3.24	28,796	4.27	— 1.03	34,630	3.28	52,310	3.99	— 0.71
Dodge	17,082	3.13	25,787	3.82	— 0.69	33,929	3.22	49,698	3.79	— 0.57
Cadillac	15,832	2.90	15,783	2.34	+ 0.56	33,964	3.22	32,424	2.47	+ 0.75
Chrysler	9,123	1.67	8,799	1.30	+ 0.37	18,037	1.71	19,259	1.47	— 0.24
AMC	6,901	1.26	12,405	1.84	— 0.58	14,928	1.42	23,889	1.82	— 0.40
Lincoln	5,576	1.02	4,481	0.67	+ 0.35	10,180	0.96	9,045	0.69	+ 0.27
GENERAL MOTORS	237,541	43.53	290,218	42.99	+ 0.54	458,743	43.48	571,173	43.55	— 0.07
FORD MOTOR CO.	93,369	17.11	108,794	16.12	+ 0.99	171,682	16.27	220,523	16.81	— 0.54
CHRYSLER CORP.	44,017	8.07	63,382	9.39	— 1.32	86,596	8.21	121,267	9.25	— 1.04
AMERICAN MOTORS	6,901	1.26	12,405	1.84	— 0.58	14,928	1.42	23,889	1.82	— 0.40
IMPORTS	163,804	30.01	200,075	29.64	+ 0.37	322,698	30.59	374,317	28.54	+ 2.05
MISCELLANEOUS	114	0.02	171	0.02	.....	288	0.03	364	0.03	.....
TOTAL	545,746		675,045			1,054,935		1,311,533		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available; delayed for Iowa.

April is down, but year's total is up 12 pct. over 1981

Three-month truck-sales rise ends

Continued from Page 26

ports — Toyota, Datsun, Mazda and Isuzu—were down 5.1 percent in April to 20,488 units, compared with 21,599 a year ago. But the four-month count was slightly higher, from 89,030 units in 1981 to 89,426 this year.

• The captive imports — LUV, Courier, Arrow and Ram 50—were down dramatically for both the month and the year, a trend which has grown steadily since the introduction of the domestic compact pickups.

During the month, only 5,970 of these captives were retailed, a decline of 67.5 percent from last year's 18,368. The four-month total was off 44.3 percent, dropping from 69,643 units in 1981 to 38,458.

April sales of the domestic compact pickups—S-10, Ranger, GMC S-15, Jeep Scrambler, Volkswagen and Dodge Rampage — totaled 31,452 units, bringing the four-month count to 115,967.

In April, dealers sold 189,192 light trucks of all types, a gain of 1.5 percent over last year's 186,479. The four-month count soared to 807,791 units, up 16 percent over the 696,264 retailed in the like period in 1981.

Medium trucks were down substantially for both the month and the January-April period. The April total was 4,009, down 55.8 percent from the year-earlier 9,076. Through April, dealers had sold only 13,818 units, off 52.7 percent from last year's 29,236.

• Heavy trucks retailed in April totaled 14,807 units, a decline of 10.9 percent from the year-ago 16,614. The four-month count dropped 4.3 percent, from 54,961 units in 1981 to 52,633.

Going into May, the number of unsold new trucks of all types in retailers' hands was down slightly from the same time a year ago, with declines in two of the three market segments.

On May 1, there were 535,713 units in inventory, a drop of 5.5 percent from the year-earlier 567,005.

During the month, 72,068 Ford trucks were retailed, an increase of 18.4 percent over the previous year's 60,846 units. The Chevrolet total was down 13 percent, from 67,215 units in April, 1981, to 58,493.

Through April, Chevrolet dealers had sold 294,001 trucks, an increase of 21.9 percent over the year-earlier 241,084 units. The four-month Ford count was 9.5 percent higher than a year ago, 263,907 units versus 240,923.

Dodge and Plymouth dealers sold 20,916 trucks during the month, an increase of 8.4 percent over the previous year's 19,297. The January-April total was up 29.4 percent, from 67,122 units in 1981 to 86,879.

GMC's retail sales were higher for both the month and the year to date. In April, 19,499 units were retailed, a gain of 1.1 percent over the year-ago 19,284. Through April, the total was 81,358 units, up 29.1 percent over the year-earlier 63,010.

Jeep dealers retailed 5,040 four-wheel-drive units during the month, down 12 percent from last year's 5,696. But the four-month total was 5 percent higher, from 18,444 units in 1981 to 19,363.

Sales of the compact Volkswagen pickup continue to slide. In April, 1,389 units were sold, down 58.5 percent from last year's 3,346 units. The January-April count was 5,409, off 55.3 percent from the year-ago 12,101 units.

Mercedes-Benz dealers sold 279 medium and light-heavy diesel trucks during the month, down 17 percent from the year-ago 336. Through April, the total was off 26.8 percent, from 1,229 units in 1981 to 900.

Sales of Toyota compact pickups, the leading non-captive import, were down 6 percent during the month, from 9,974 units in 1981 to 9,375. The four-month count, however, was up 1.5 percent, from 41,975 a year ago to 42,614 units.

Datsun dealers retailed 5,813 small pickups during the month, down 41 percent from last year's 9,853 units, while the January-April count was off 29.5 percent, from 41,794 units a year ago to 29,465.

Mazda sales during the month were 170.7 percent higher than the previous year, from 1,363 units in 1981 to 3,689. The four-month total of 11,960 units was 151 percent higher than last year's 4,763.

Isuzu dealers retailed 1,611 small trucks during the month, up 293.9 percent over the 409 units sold in April, 1981, the vehicle's first full month on the market in the U. S. The four-month total was 5,387 units, compared with only 498 last year.

Big Three March, year-to-date truck sales

	April		Year to Date	
Ford	1982	1981	1982	1981
Vans	11,488	9,076	38,863	32,504
Club Wagon	2,709	2,400	8,731	8,615
Ranger	11,425	.....	21,153	2,891
Courier	1,544	5,377	11,955	24,174
Bronco	3,679	2,556	14,081	11,480
Conventional Pickups	37,150	36,557	154,418	147,547
Mediums	N.A.	4,230	N.A.	13,712
Heavies		850		2,891
Chevrolet				
Vans	6,906	8,610	31,848	29,371
Sportvan	1,569	1,367	4,921	4,968
S-10	13,363	.....	67,822	.....
LUV	1,888	7,888	10,714	29,191
El Camino	1,526	3,363	7,441	11,729
Blazer	2,135	2,431	11,729	7,558
Suburban	2,513	2,120	11,245	7,377
Conventional Pickups	27,282	39,120	143,432	142,767
Mediums	1,311	2,316	4,849	8,123
Chrysler				
Vans	5,454	4,800	20,667	15,637
Voyager	402	527	1,895	1,794
Ram Wagon	2,927	2,133	10,094	6,451
Rampage	1,369	.....	5,826	.....
Arrow	394	1,071	2,377	4,138
Ram 50	2,144	3,032	13,412	12,140
Trail Duster	96	187	244	735
Ramcharger	1,252	605	3,624	2,125
Conventional Pickups	6,878	6,942	28,740	24,102
GMC				
Vans	2,339	2,823	9,135	7,666
Caballero	240	464	1,023	1,673
Jimmy	639	518	2,727	1,686
Suburban	945	480	3,319	1,766
Conventional Pickups	8,498	10,496	37,748	36,479
P models	268	444	1,142	1,186
Mediums	2,343	2,634	9,088	8,103
Heavies	993	1,425	4,003	4,451
S-15	3,234	.....	13,173	.....

Model breakdown

Auction Averages

	May To Date	April	March
1982	$8,885	$8,891	$9,019
1981	7,162	6,979	6,839
1980	5,512	5,472	5,439
1979	4,878	4,638	4,759
1978	3,873	3,764	3,849
1977	2,986	2,917	2,953
1976	2,173	2,183	2,281
1975	1,478	1,491	1,695
Overall Average	$4,824	$4,710	$4,781

Used car sales

Auction Averages

May to date	$4,824
Month ago	$4,592
Year ago	$4,351

factories list auction dates

Ford Motor Co.

May 18—Dallas Auto Auction, Dallas Tex.; Aptco Auto Auction, Taylor, Mich.

May 19—Concord Auto Auction, Acton, Mass.; Golden Gate Auto Auction, Fremont, Calif., and Lakeland Auto Auction, Lakeland, Fla.

May 20—Nashville Auto Auction, Nashville, Tenn.

May 25 — Harrisonburg Auto Auction, Harrisonburg, Va.; South Seattle Auto Auction, Kent, Wash.

May 26—Central States Auto Auction, Mason City, Ia.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northway Exchange, Clifton Park, N. Y.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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John Z. could inherit lesser role

Potential new investor lined up by DeLorean

Continued from Page 2

been discussing other more palatable possibilities.

DeLorean said the "California financial institution" which at one point seemed likely to invest up to $35 million, was still interested. "We're working right now to see how and if it all fits together," he said.

"The arrangement could very well have several other people who have expressed very substantial interest," DeLorean said. "We're looking also at the possibility of appointing a North American distributor for the U. S. and Canada and that would, of course, take care of the financial situation immediately."

He said the company has "what would amount to tentative commitments" from a number of parties.

DeLorean said the company already had shipped about 200 cars from its Eastern depot, that car sales seem to be picking up and that he hopes to have sold enough cars to dealers to pay off the remaining Bank of America debt "in a short time."

He said the dealer sales from the East "should pretty well" pay off BoA. "Our obligation is that if we don't have BoA paid off by the 27th of this month, we have to do a bulk sale or something else," DeLorean said.

The company has not yet been able to ship any cars to dealers from the Western depot, however, because of the financial condition. The 1,191 cars in the West were refinanced by Consolidated International, Inc., last month by a technical bulk sale.

"We have orders," DeLorean said. "We're working on a mechanism for shipping cars from the West."

J. Bruce McWilliams, DMC marketing vice president, said a number of dealers are reporting a substantial increase in business and that with the additional cars being made available, he expects the May sales total to double the 157 units retailed in April.

"Many of the early depositors who remained depositors but just didn't buy when the economy went down and the early price estimates went up still have residual interest," McWilliams said. "Dealers are selling the car for considerably less than sticker and many of these folks can now afford it."

He said dealers should use their depositor lists for prospecting. He also said many dealers are now painting cars, which has helped sales.

McWilliams said he has created a new, "more ballsy" set of advertising slicks which will be sent out to dealers for them to use in local newspaper advertising, referring to the DeLorean sports car as the "possible dream" and the "stainless steal."

"There's been quite a ripple in dealer advertising," he said. "In every instance, the dealers who have had sales upturns have been advertising in the local papers."

One of those dealers, Rusty Evans, of R. O. Evans Pontiac-GMC-DeLorean in Dallas, said he still has a lot of faith in the product.

"It's one of the finest cars ever made," he said. "I sold six cars in the last four days and have ordered 14 more."

Evans said he has taken several Cadillac Eldorados in trade and it seems his customers are families buying the DeLorean for a third car.

Under the company's current effort to move cars, a dealer can order six or more of the 1981 models at a price of just over $16.000, considerably less than the earlier invoice of about $20,000. In addition, dealers can subtract up to $2,000 per unit for outstanding warranty claims.

"With the rebate they're giving us, I'm selling the cars for about $20,000 and still clearing $1,500 to $2,000 profit per car," Evans said. "I can't see where it's going to go any place but up."

Recall is ordered for Cadillacs with NOx problem

WASHINGTON. — General Motors has been ordered to recall approximately 50,000 of its 1978 Cadillac vehicles to correct a defect causing the vehicles to substantially exceed allowable levels of oxides of nitrogen emissions.

According to EPA, the EGR system used by Cadillac on the 5.7 liter fuel-injected gasoline engine that powers the Seville model is causing carbon-like deposits to build up in the EGR ports. Eventually the ports clog and EGR, the prime method of controlling NOx emissions, becomes ineffective.

This is the same problem that cropped up in 1976 and 1977 Cadillac Sevilles. EPA ordered these vehicles recalled in 1980.

NOx pollution can adversely affect persons with acute respiratory illness, causing difficulty in breathing, chest pains, and bronchitis in children. In addition, NOx emissions are a major constituent in the formation of smog.

California begins to crack down on uncertified cars

SACRAMENTO. — The California Department of Motor Vehicles has begun enforcing a new law and is refusing to register vehicles with fewer than 7,500 odometer miles if they have not been certified by the California Air Resources Board.

Gary Nishite, DMV registrar, said the law prohibits residents from registering non-certified vehicles.

Any resident who acquires, sells or assists in obtaining registration for vehicles not certified by the ARB is subject to a penalty of $5,000 per vehicle.

In addition, any dealer, in California or elsewhere, who sells a non-certified vehicle to a California resident becomes subject to prosecution.

The dealer involved in such a sale also becomes subject to contract recission action by buyers who cannot register the vehicle in California.

"Out-of-state dealers will also become the subject of much closer scrutiny by the ARB," Nishite said.

Silver Helmet Award to Murphy

Former General Motors Chairman Thomas A. Murphy, center, is presented with the Silver Helmet Americanism Award at a banquet in Arlington, Va., by Ted Leszkiewicz, left, Warren, Mich., and Donald R. Russell, Springfield, Ill., AMVETS national commander. This is the highest award bestowed by the 200,000-member organization, recognizing leadership in voluntary causes.

Chrysler launches cleanup with push-pull program

Continued from Page 1

following manner: 0-25 percent, nothing; 26-50 percent, $100 per unit; 51-75 percent, $200 per unit; 76-100 percent, $300 per unit, and 101 percent and over, $400 per unit. Payments are non-retroactive.

At level 2, dealers don't get paid for the convertibles and the New Yorker. However, they receive $100 per unit extra for Turismo 2.2 and Charger 2.2 deliveries. They also qualify for import consumer rebates. And import models qualify for the same $100, $200, $300 and $400 payoff level at retail as domestic models.

If dealers order at level 3, meaning they accept 120 percent of their wholesale objective, they are paid in the following manner: 0-25 percent of retail accomplishment, nothing; 26-50 percent, $200 per unit; 51-75 percent, $300 per unit; 76-100 percent, $400 per unit, and 101 percent and over, $500 per unit. Payments are non-retroactive.

At level 3, dealers do get paid on New Yorker (but not on convertibles). They receive $100 extra for Turismo 2.2 and Charger 2.2, plus the import consumer rebates and the dealer cash payments on import retails up to the same $500 level as domestics.

Dealers have separate wholesale objectives for domestic cars/trucks and for imports. They can play at one level for domestics and another for imports.

Chrysler to build FWD components at New Castle

NEW CASTLE, Ind.—Chrysler Corp. has selected its New Castle Machining Plant here to produce four new front-wheel-drive components for the company's 1984 passenger cars and vans.

The component selections are part of Chrysler's commitment to source new products into the New Castle operation after UAW Local 371 hourly employes voted to revise their local agreement with the company last February. The revisions helped to make New Castle a more cost-competitive operation.

The new components scheduled to be built by New Castle include the front-wheel hub, bearing support and shift tube for the E model passenger car (New Yorker and Dodge 600) and T-115 van/wagon. In addition, New Castle will produce rear-wheel spindles for all of Chrysler's 1984 front-wheel-drive models. Production of the four components will start in the spring of 1983.

New Castle plant officials estimate that the new components will involve an investment of $2.5 million in tooling and equipment. Approximately 110 employes will be needed to carry out the production programs.

Chrysler Engineering is also testing a New Castle ball joint design for the T-115 and E-model cars. If the tests are successful, this product will be sourced to New Castle for the 1984 model year.

GM announces transmission fix for some X-cars

DETROIT. — General Motors is extending its warranty to cover two transmission problems in 1980 and 1981 X-cars for five years or 50,000 miles.

GM said it expects problems will develop in "only a small percentage" — perhaps 5 percent — of the 1.35 million Chevrolet Citations, Pontiac Phoenixes, Oldsmobile Omegas and Buick Skylarks built in the 1980 model year and the 1981 model year through December, 1980.

It advised car owners to keep the notification with their owners manual. GM said it will reimburse car owners who already have made the repairs.

The first problem, involving both manual and automatic transmissions, is rough differential side gears, which can damage front-axle oil seals and cause transmission fluid to leak. The fix is to replace seals and gears.

The second problem, involving only manual-transmission cars, is premature wear of shifter forks, which results in hard shifting.

GM stands firm on plan to close Cleveland plant

DETROIT. — General Motors will close its Coit Road metal fabricating plant in Cleveland within 18 months as previously announced.

UAW Vice President Owen Bieber, director of the GM department, had been negotiating with the company to keep the plant open. Under the new UAW-GM contract, GM reversed its decision to close four other plants but offered only to transfer workers from the Cleveland operation.

Some of that work will be transfered to a stamping plant in Parma, O., and to a Fisher Body operation in Lordstown, O. Under the new contract GM also agreed to move work from Coit to other GM plants if the operation was not kept open.

Bieber said the GM decision "leaves us with profound disappointment" and said the union would monitor closely "the commitments given the UAW by GM that all work transferred from Coit Road will be retained by UAW-GM workers in the U. S."

About 1,150 hourly workers and 380 salaried workers at Coit Road and another 990 on indefinite layoff will be affected.

Domestic sales climb 18 pct. for May 1-10

With eight selling days in the early-May sales period, the U.S. auto makers combined forces to retail 159,312 units, an average of 19,914 per day. Sales were up 18.16 percent from the year-ago total of 134,823, also the product of eight selling days.

General Motors sales soared 30.62 percent, to 103,977 from 79,600 last year. Ford Motor Co. reported a 5.07-percent increase, to 35,048 from 33,356. Chrysler Corp. dealers sold 16,052 new cars, up 2.49 percent from 15,662. Estimated sales of Rabbits by Volkswagen of America were 1,635, down 37.24 percent from 2,605, and the American Motors sales estimate of 2,600 was down 27.78 percent from 3,600.

GM earned 65.27 percent of the May 1-10 market, up from 59.04 percent a year ago. Ford cornered 22.00 percent, down from 24.74 percent. Chrysler had 10.07 percent, down from 11.62 percent. AMC earned an estimated 1.63 percent compared with 2.67 percent, and VWoA stood at 1.03 percent, down from 1.93 percent.

Chrysler, Ford, Lincoln, Buick, Cadillac, Chevrolet and Pontiac had sales increases in early May.

DOMESTIC SALES

	May 1-10, 1982	May 1-10, 1981
AMERICAN MTRS.	2,600†	3,600†
Chrysler	4,074	2,308
Imperial	82	188
Plymouth	6,055	6,989
Dodge	5,841	6,177
CHRYSLER CORP.	16,052	15,662
Ford	25,155	23,616
Mercury	7,686	8,061
Lincoln	2,207	1,679
FORD MOTOR CO.	35,048	33,356
Buick	24,704	15,142
Cadillac	6,535	5,056
Chevrolet	36,888	25,301
Oldsmobile	21,806	23,376
Pontiac	14,044	10,725
GENERAL MTRS.	103,977	79,600
VOLKSWAGEN	1,635†	2,605
INDUSTRY TOTAL	159,312	134,823

† Estimate

First-year sales forecast at 7,000 in U. S.

Porsche rounds out line with 944

By John A. Russell
New York Staff Writer

COOPERSTOWN, N. Y. — The Porsche 944 was introduced to the U. S. market here last week and corporate executives anticipate that 7,000 will be sold during this model year. This model is the replacement for the 924 series and engine development is based on the 928.

James Fuller, outgoing vice president of Porsche-Audi Division, said at a press meeting here that pricing was a key factor in the marketing of the new model and base price for the 944 is $18,450. Fuller said the division did not anticipate any price increases, at least for this model year.

One of the criticisms of the 924 was its rapid escalation in price since its introduction in 1976. Fuller told the meeting the division felt a pricing strategy that would last several years was decided upon with this model. While he did not rule out future price increases, he said development of a strategy on pricing was a key because the division felt it could get significantly more volume with this tactic.

Fuller was appointed to head the Volkswagen Division of Volkswagen of America two weeks ago. His successor, Peter Fischer, who will head the Porsche-Audi division, was also on hand at the 944 introduction but neither would comment on their new assignments.

• Development of the 944 began shortly after the introduction of the 924 in the U. S. While utilizing some common features of the 924 Turbo, such as the transmission, the key innovation is in engine development. Paul Hensler, technical engineer in charge of engine development on this model, said the goal was to develop an engine based on the 928 powerplant.

For manufacturing purposes, he said, it was decided that the 944 powerplant must fit into the 928 family. Executives have commented that in some quarters it has been considered half a 928 engine. But Hensler said the 2.5-liter in-line four does have features of its own. The biggest plus from a manufacturing point of view is commonality of some parts as well as materials and production methods, which makes the process more economical. He said Porsche is "dedicated to the engine family concept."

The 944 engine incorporates a Digital Motor Electronic System to control fuel injection and ignition functions as well as internal shafts which give the engine the smoothness of an in-line six.

The 944 uses the drivetrain development of the 928 in that it is a front-mounted engine and a rear transaxle linked by a rigid driveshaft tube, resulting in 50-50 weight distribution.

Standard equipment on the 944 includes sunroof, power windows, air conditioning and leather sport steering wheel.

The 944 has rack and pinion steering and fully independent suspension as well as four-wheel vented disc brakes. The 944 has a drag coefficient of $.35.

Fuller said that part of the stress in the advertising for the 944 which will break this week in print campaigns, is that the 944 is a true Porsche.

One criticism of the 924 was that it not a "true Porsche," and Fuller said the 944 answers that criticism. While first-year sales, which will run only to December, are anticipated at 7,000, Fuller made it plain that more ambitious sales goals were anticipated in future years. Response to the 944 in Europe indicates the car is a success, he said, and in the U. S. high demand is anticipated.

• This model also plays a vital role for Porsche-Audi Division, he said and for the entire division it is estimated there will be 70,000 units sold in 1982. In 1981, the division sold 63,000 units.

As for the 944, production now is 56 units per day and this will pump in the fall to 80 per day.

Fuller said the 944 will be raced this season in "C" production SCCA. This represents a change from the 924, which made its racing debut three years after it was introduced in the market.

The 944 will be positioned against what executives feel is a new segment of the sports car market. It's a "step-up car" from those who have purchased sports cars in the $14,000 to $16,000 price range.

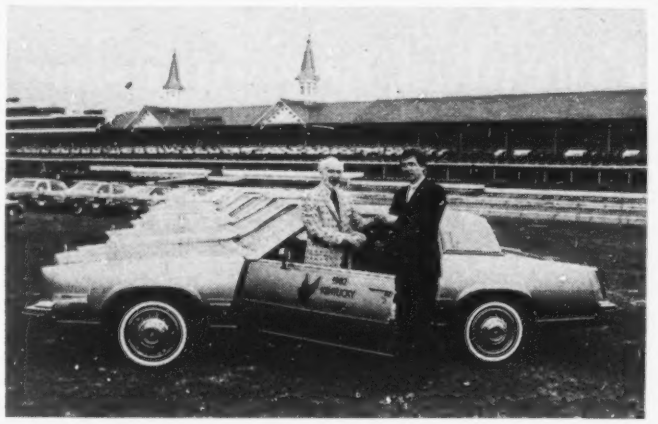
Fuller said this segment, which includes such competitors as the Datsun 280-ZX Turbo and the new Corvette, is not as crowded as other market segments.

The 944 powerplant does generate 143 HP and delivers 30 MPG at highway speeds.

The 944 rounds out the Porsche range in the U. S., according to Porsche executives here, joining the 911 Cabriolet and the 928, as well as the anticipated introduction of the 928S in the fall.

NEW CAR STOCKS

	May 1, 1982	Apr. 1, 1982	May 1, 1981
Spirit	71	76½	54
Concord	73	84	57
Eagle	80	80	37
Eagle SX/4	66	73	37
AMERICAN MOTORS	73	80	48
Horizon	89	75½	62½
TC3	101	76½	62½
Reliant	66	53	54½
Gran Fury	56	36	—
Plymouth	74	59½	56
LeBaron	72	61	71
Cordoba	93	81	78½
New Yorker	49	44	—
Chrysler	66	57	70
Imperial	77	94	81½
Omni	89½	79	56
024	98½	80	56
Aries	77	56	57
Dodge 400	112	93	—
Diplomat	59	43	75
Mirada	112	105	88
Dodge	85	67	58
CHRYSLER CORP.	76	62	58½
Escort	68½	52	59
EXP	152	97	—
Mustang	82	52	71
Fairmont	58	32	68
Granada	53	38	84
Thunderbird	95	98	114
Ford	62	61	85
Ford	71	52	70
Lynx	61	47	56
LN7	67	76	—
Capri	77	59	53
Zephyr	32	24	61
Cougar	36	31	79
XR7	87	90	113
Mercury	46	51	76
Mercury	55	49½	65
Lincoln	40	55	53
Continental	73	39	—
Mark VI	60	76	65
Lincoln	54	58	53
FORD MOTOR CO.	66	51	68
Skyhawk	135½	62	—
Skylark	58	36	44
Century	86	50	—
Regal 4-door	59	76	57
Regal 2-door	56½	81	76
LeSabre	40	55	48
Electra	61	79	57
Riviera	54½	69	51
Buick	62	58	57
Cimarron	108	84	—
Seville	85	33	77
Cadillac	55	61	54
Eldorado	64½	52	53½
Cadillac	52	56½	56
Chevette	89	45	43½
Cavalier	130	76	—
Citation	77	42	111
Camaro	31	41	63
Malibu	46½	75	61
Celebrity	137	66	—
Monte Carlo	63	103	127
Chevrolet	61	69	80½
Corvette	70	69	50
Chevrolet	69	59	76
Firenza	159	83	—
Omega	57	38	64½
Ciera	82	56	—
Cutlass Sup 4-door	52	66	42
Cutlass Sup 2-door	47	66	77
Olds 88	34	44	49
Olds 98	40	56	41
Toronado	49	65	61
Oldsmobile	52	56	56
T-1000	93	67	52
J-2000	153	98	—
Phoenix	86	53	95
Firebird	25	27	62
Bonneville	62	71	67
6000	149	74	—
Grand Prix	61	85	110
Pontiac	63	53	89
Pontiac	71	66	82½
GENERAL MOTORS	63	59	67
VOLKSWAGEN	83½	97	72
TOTAL	66	58½	66



Derby darlings

Bernard D. Rosenthal, left, president of the Kentucky Derby Festival, takes the keys to a 1982 Eldorado, one of 25 Cadillacs that served as official cars of the 1982 Kentucky Derby Festival. Karlton W. Pierce, Cincinnati zone manager, brought the keys to Rosenthal in the infield of Louisville's Churchill Downs race track. The Derby fleet included deVilles, Fleetwood Broughams and Sevilles in addition to the Eldorado. It was Cadillac's ninth consecutive year as official Derby Festival car.

Jeep prepares for new line by trying to expand market

Continued from Page 2

ager of national advertising for Jeep.

D. Dean Greb, director of Jeep marketing, said he was hopeful of continuing the CJ/Scrambler price freeze through '82 with only a small increase for '83. But this depends on continued volume increases to offset costs, he added.

Meanwhile, under their new program, officials are seeking to "make the Jeep brand more appealing to more people," said Greb. "We want to make it stand for a complete line of vehicles, and we include everybody . . . Jeep wants to take on the world of ordinary cars."

"Why drive a car . . ." is the theme created to carry that out.

Officials want to emphasize they sell more than a CJ, the vehicle most readily identified with Jeep; that they are, in fact, full-line producers.

Thus, TV advertising, for example, combines several products into one commercial, with short vignettes to emphasize them.

In one commercial, a stranded motorist's girl friend hops into a CJ that passes by, while the motorist offers to get "rid of my car." Again, a Wagoneer commercial has the upscale owner saying he bought it as a second car "then I realized, what did I need the first one for?"

AMC kicked off the theme in a special print ad that asked: "Why drive a car . . . when you can drive a legend, Jeep CJ . . . when you can drive America's newest import fighter (Scrambler) . . . when you can drive America's versatile week-day, weekend vehicle, Jeep Cherokee . . . when you can drive the ultimate wagon, Jeep Wagoneer Ltd . . . (and) when you can drive the only truck built Jeep tough, Jeep pickup . . ."

Expanded network TV, as well as spot in 108 4WD markets, along with more magazine and newspaper is being used. Traditional 4WD upscale media are being retained. Compton Advertising, New York, is the agency.

New-car inventory climbs to 66 days, 1.2 million units

Continued from Page 1

percent, and luxury, 6.61 percent.

The May 1 days-supply figures by market class were:

Subcompact—Lynx, 61; Eagle SX/4, 66; LN7, 67; Escort, 68½; Spirit, 71; Rabbit, 83½; Firenza, 86; Horizon, 89; Chevette, 89; Omni, 89½; T1000, 93; 024, 98½; TC3, 101; Skyhawk, 124; Cavalier, 130; EXP, 152, and J2000, 153.

Compact — Firebird, 25; Camaro, 31; Zephyr, 32; Omega, 57; Fairmont, 58; Reliant, 66; Concord, 73; Aries, 77; Capri, 77; Citation, 77; Eagle, 80; Mustang, 82; Phoenix, 86; and Skylark, 135½.

Intermediate — Cougar, 36; Malibu, 46½; New Yorker, 49; Cutlass two-door, 47; Cutlass four-door, 52; Granada, 53; Gran Fury, 56; Regal two-door, 56½; Regal four-door, 59; Diplomat, 59; Grand Prix, 61; Bonneville, 62; Monte Carlo, 63; LeBaron, 72; Cutlass Ciera, 82; Century, 86; XR-7, 87; Cordoba, 93; Thunderbird, 95; Dodge 400, 112; Mirada, 112; Celebrity, 137, and 6000, 149.

Standard — Olds 88, 34; LeSabre, 40; Olds 98, 40; Mercury, 46; Electra, 61; Chevrolet, 61; Ford, 62, and Pontiac, 63.

Luxury — Lincoln, 40; Toronado, 49; Riviera, 54½; Cadillac, 55; Mark VI, 60, Eldorado, 64½; Corvette, 70; Continental, 73; Imperial, 77; Seville, 85, and Cimarron, 108.

Millionth vanity plate is sold in California

SACRAMENTO. — The California Department of Motor Vehicles has sold its one-millionth personalized license plate in a program that began in 1970.

The sales have brought in $55.5 million.

obituaries

Eldred R. Crow

LAKEWOOD, N. J.—Eldred R. Crow, 89, who owned a Ford dealership in Westfield from 1920 until he retired about five years ago, is dead. He was a past president of the New Jersey Automobile Dealers Assn.

Joseph T. Hahn

MONTCLAIR, N. J.—Joseph T. Hahn, 75, owner of Clairmont Cadillac Co. in West Caldwell, N. J., and a champion squash player, is dead. He operated a dealership in Trenton, Mich., before moving to Montclair in 1959. He held 28 championship squash titles in the U. S. and Canada.

Robert J. Geisel Sr.

PLEASANTVILLE, N. J.—Robert J. Geisel Sr., 69, a Dodge dealer here since 1954, died recently. He had been an auto salesman for six years before becoming a dealer.

Edwin L. Stohlman Jr.

ALEXANDRIA, Va.—Edwin L. Stohlman Jr., one of this year's Time Magazine Quality Dealer Award winners and a former president of the Automotive Trade Assn. National Capital Area, died recently. He started in the family auto business at Stohlman Chevrolet in 1947 and formed Stohlman Oldsmobile in 1968. It was later expanded to include Saab and Datsun at the same Stohlman Plaza site here. He was chairman of the Oldsmobile National Dealer Council.

Stuart C. Holman

FT. LAUDERDALE, Fla.—Stuart C. Holman, 86, chairman of Holman Enterprises, an organization with seven New Jersey dealerships, a remanufacturing facility and a leasing company, is dead.

John A. MacPhee

NORWOOD, Mass. — John A. MacPhee, 65, president of Mac Moran Chevrolet here, died April 26. Mr. MacPhee and his late partner, Page Hansen, founded Hansen-MacPhee Engineering Co., Inc., in the early 1950s to distribute Volkswagens. He founded the Chevrolet dealership in the mid-'60s.

Vernon A. Dupy

LIGHTHOUSE POINT, Fla.—Vernon A. Dupy, a retired General Motors executive, died April 3. He was general sales manager of what is now GM's AC-Delco operation and was with GM 40 years.

But total of 127,047 is far below last year's 172,443

Week's car output highest of 1982

By Patricia Hoffman
Staff Writer

With six assembly points working Saturday, domestic auto production last week was the highest this year.

The makers scheduled 127,047 units last week, a gain of 3.95 percent over 122,214 the previous week, but down 26.33 percent from 172,443 in the comparable 1981 week.

So far this year, the auto manufacturers have finished 1,826,275 units, down 28.98 percent from 2,571,372 in last year's comparable period.

Breakdown for the week by company is: General Motors, 62.35 percent; Ford Motor, 25.63 percent; Chrysler Corp., 8.34 percent; Volkswagen of America, 2.50 percent; American Motors, 1.10 percent and Checker Motors, 0.08 percent.

Three GM and three Ford plants operated six days last week. They were GM's Tarrytown, Van Nuys and Wilmington points and Ford's Kansas City, San Jose and Wixom plants.

Idle last week for inventory control was Ford's Lorain facility.

Downtime continued last week at Chrysler's Belvidere plant. Operations were halted May 3 for inventory control and are scheduled to resume today (May 17).

GM's Janesville facility remained idle last week for model changeover. The plant is slated to return June 1 with production of the Cadillac Cimarron.

GM's Oklahoma City plant, which was idled Jan. 15 for model changeover, returned May 3 with production of both A-cars (Chevrolet Celebrity and Buick Century) and X-cars (Chevrolet Citation). Both types will be produced on a new "flex assembly line" which, according to a GM spokesman, is the company's only assembly line capable of building more than one type.

Oklahoma City is building 75 cars an hour on one shift on the flex line, and about 20 percent are A-cars. Approximately 2,300 workers have been called back from indefinite layoff.

Also at GM, on June 1, the second shift will resume at the Fairfax facility. The plant builds Buick LeSabre, Chevrolet Caprice and Oldsmobile 88. About 2,000 workers will be called back from indefinite layoff.

The second shift will also resume June 1 at GM's Lansing plant. The plant builds Oldsmobile Cutlass and Cutlass Supreme. About 2,200 workers will return from indefinite layoff.

VWoA's Westmoreland facility returned May 3 following a two-week shutdown to control inventory. Production resumed with output cut from 749 units a day to 633 units a day.

AMC's Kenosha point will be idled for two weeks starting May 31. When operations resume June 14, the plant will produce the new Alliance.

On June 21, GM's Willow Run plant will increase production of the Omega and Skylark from 50 units an hour to 70 on two shifts, recalling 1,800 workers from indefinite layoff.

Truck production advances to 51,138, highest of year

Overtime schedules at four U. S. assembly points and the return of two facilities upped last week's truck production to the highest point so far this year.

Output last week was targeted at 51,138 units, a 15.82 percent gain from 44,152 the previous week, and up 21.31 percent from the comparable 1981 period.

Year-to-date, 731,686 trucks have been assembled, an 8.24 percent gain from 675,965 units built through May 16 last year.

General Motors' Pontiac (S-truck) line and St. Louis facility both operated Saturday.

Working both daily and Saturday overtime last week were Ford Motor's Lorain (van) line, and Chrysler Corp.'s Warren truck facility. It was the 11th consecutive week of overtime at Warren.

The Ranger line at Ford's Louisville point resumed production last week after it being idle one week for inventory control.

Also back was International Harvester's Ft. Wayne facility.

Downtime has been extended until early June at GM's Pontiac (coach) plant. The partial shutdown at the facility began May 3 with operations originally slated to resume last week. The downtime has been extended to five weeks and will result in approximately 1,000 workers on indefinite layoff.

Production was cut at Volkswagen of America's Westmoreland facility when the plant returned from a two-week shutdown May 3, following inventory adjustments. Output at the point was cut from 107 units a day to 91 units a day.

Chrysler's Belvidere point remained idle last week for the second of a two-week shutdown to control inventory. Operations are scheduled to resume today (May 17).

American Motors' Toledo (Jeep) facility will be idle two weeks starting May 31.

N.H. sues dealer, alleging deceptive trade practices

CONCORD, N. H. — The state attorney general's office is suing a Salem dealership, charging that it refused to return customer deposits, stamped hidden terms on purchase agreements and followed other deceptive trade practices.

The suit was filed in Rockingham County Superior Court after the attorney general's office and the dealership, Fitzgerald-Hicks Toyota-Dodge, failed to negotiate a settlement.

The suit seeks a $10,000 civil penalty for each violation and restitution if the dealership loses its case. The state claims the dealership refused to return customer deposits when there were no valid purchase orders.

Saab 900 honored

ORANGE, Conn. — The Saab 900 sedan has been selected as the "Best Executive Car" by the editors of What Car? magazine in Great Britain.

Overtime at GM boosts Canadian auto production

Saturday overtime at General Motors' Oshawa (No. One) car facility helped boost last week's estimated auto production in Canada 2.82 percent from the previous week. Output was 7.97 percent above that of the year-ago week.

Estimated production last week rose to 21,711 units from 21,116 the previous week and 20,109 in the same week last year.

Year-to-date, the makers have finished 334,919 cars, up 2.79 percent from 325,833 in the comparable 1981 period.

Truck production last week dropped 2.92 percent to 12,582 from 12,961 the previous week, but output rose 11.58 percent from 11,276 in the comparable week last year.

So far this year, the truck manufacturers have built 198,792 units, down 8.09 percent from 216,292 at this time in 1981.

GM's Oshawa (No. One) facility operated six days last week with Saturday overtime slated for May 29.

GM's Oshawa (No. Two) and Ste. Therese car plants both continue to operate on one shift.

Daily overtime continued last week at Ford Motor's St. Thomas car point. The plant is operating on two nine-hour shifts Monday through Thursday, with both shifts resuming to normal eight-hour production on Friday.

Regular production schedules were reported at all other car and truck facilities last week.

U. S. CAR PRODUCTION

	Week Ended May 15, 1982	Week Ended May 16, 1981	Week Ended May 8, 1982	May to Date	Jan. 1 to May 16, 1981	Jan. 1 to May 15, 1982
AMERICAN MOTORS	1,400*	3,000*	1,400*	2,800*	40,854*	21,750*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	10,600	20,617	10,914	21,514	317,944	220,831
Plymouth Total	3,800	12,046	4,349	8,149	160,855	92,440
Horizon	.....	4,296	.....	.....	60,676	26,511
Reliant	3,800	7,750	4,349	8,149	90,592	65,929
Caravelle	.....	.....	.....	.....	2,139	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,700	.....	2,794	5,494	22,098	42,634
LeBaron	2,700	.....	2,794	5,494	17,236	42,634
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	4,100	8,571	3,771	7,871	134,991	85,757
Omni	.....	3,501	.....	.....	46,725	24,616
Aries	3,300	5,070	2,997	6,297	71,940	49,439
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	800	.....	774	1,574	.....	11,702
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	32,562	36,931	31,676	64,238	543,785	399,748
Ford Division	21,475	24,351	21,759	43,234	375,285	252,134
Escort	8,927	6,862	9,655	18,582	145,505	109,783
Fairmont	4,726	6,052	3,508	8,234	79,244	14,684
Must./Must. II	4,135	4,312	4,060	8,195	58,987	46,469
Granada	3,374	2,611	2,981	6,355	29,825	38,832
Thunderbird	.....	2,155	1,305	1,305	28,076	12,645
Ford	.....	2,359	.....	.....	33,648	.....
EXP	313	.....	250	563	.....	2,721
L-M Division	11,087	12,580	9,917	21,004	168,500	147,614
Mercury Total	8,692	10,530	7,503	16,195	143,308	109,892
Lynx	2,635	2,278	2,569	5,204	50,163	33,020
Capri	701	2,032	820	1,521	19,225	11,214
Zephyr	1,615	2,049	856	2,471	22,221	13,010
Cougar	1,864	1,753	1,043	2,907	14,941	19,477
XR-7	.....	1,096	328	328	11,808	3,965
Mercury	1,840	1,322	1,844	3,684	24,950	28,532
LN7	37	.....	43	80	.....	674
Lincoln Total	2,395	2,050	2,414	4,809	25,192	37,722
Continental ('82)	478	.....	482	960	.....	8,073
Lincoln	1,197	1,026	1,207	2,404	12,145	16,308
Mark VI	720	1,024	725	1,445	13,047	13,341
GENERAL MOTORS	79,215	107,637	75,155	154,370	1,593,155	1,145,506
Buick Division	18,270	21,451	17,792	36,062	369,616	270,054
Skylark	3,257	5,885	3,187	6,444	100,353	49,108
Skyhawk J	3,775	.....	3,700	7,475	.....	33,622
Century	2,463	2,518	2,357	4,820	72,231	45,517
Regal	4,555	7,944	4,408	8,963	107,379	69,287
Buick	3,200	3,696	3,116	6,316	65,784	59,566
Riviera	1,020	1,408	1,024	2,044	23,369	12,954
Cadillac Division	5,340	4,254	5,337	10,677	109,853	91,871
Cimarron	.....	123	.....	.....	522	1,401
Seville	580	477	578	1,158	11,567	9,521
Eldorado	1,160	1,525	1,172	2,332	25,925	24,121
Cadillac	3,600	2,129	3,587	7,187	71,839	56,828
Chevrolet Division	28,255	42,091	25,772	54,027	560,274	352,763
Chevette	7,120	8,263	6,237	13,357	123,999	77,694
Cavalier	1,515	2,138	1,376	2,891	8,337	33,787
Celebrity	2,715	.....	2,809	5,524	.....	24,967
Camaro	5,245	3,843	4,886	10,131	51,253	81,543
Citation	5,565	9,936	4,267	9,832	141,124	58,002
Malibu	3,335	8,155	3,366	6,701	104,585	36,911
Monte Carlo	1,710	4,519	1,768	3,478	54,153	20,939
Chevrolet	450	4,[illegible]	456	906	64,835	7,762
Corvette	600	[illegible]	607	1,207	11,988	11,158
Oldsmobile Division	14,047	24,548	14,035	28,082	374,481	283,180
Omega	1,775	3,260	1,792	3,567	60,153	31,767
Firenza	1,025	.....	1,055	2,080	.....	26,668
Cutlass	2,400	13,062	2,401	4,801	185,212	69,080
Cutlass/Ciera	2,587	.....	2,567	5,154	.....	44,011
Oldsmobile	5,420	7,022	5,365	10,785	109,377	98,836
Toronado	840	1,204	855	1,695	19,739	12,818
Pontiac Division	13,303	15,293	12,219	25,522	178,931	147,638
Acadian†	360	658	362	722	8,747	4,856
J2000	1,209	1,677	1,140	2,349	8,083	10,252
T1000	1,566	2,617	1,514	3,080	22,915	7,801
Firebird	3,887	2,280	3,414	7,301	22,496	46,445
Phoenix	1,575	2,903	1,361	3,036	46,799	13,704
Grand Prix	1,798	3,002	1,701	3,499	39,955	28,582
Bonneville ('82)	1,798	.....	1,747	3,545	.....	28,576
A6000	1,010	.....	980	1,990	.....	7,422
LeMans	.....	1,830	.....	.....	24,044	.....
Pontiac	.....	326	.....	.....	5,892	.....
VOLKSWAGEN	3,170	4,158	2,969	6,139	74,801	37,077
CHECKER	100*	100*	100*	200*	833*	1,363*
Total Cars, U. S.	127,047	172,443	122,214	249,261	2,571,372	1,826,275

TRUCK PRODUCTION IN U. S.†

	Week Ended May 15, 1982	Week Ended May 16, 1981	Week Ended May 8, 1982	May to Date	Jan. 1 to May 16, 1981	Jan. 1 to May 15, 1982
CHEVROLET	17,300	13,325	16,762	34,062	222,114	249,585
DODGE	2,400	2,971	2,835	5,235	34,019	48,220
FORD	20,583	16,131	14,384	34,967	243,074	259,523
GMC	6,160	4,277	5,960	12,120	73,138	92,605
INTERNATIONAL	1,195	1,430	740	1,935	27,434	19,286
VOLKSWAGEN	450	1,031	421	871	18,275	6,647
JEEP	2000*	1,500*	2,000*	4,000*	33,486*	31,990*
AM GENERAL	50*	90*	50*	100*	1,625*	830*
MISCELLANEOUS	1,000*	1,400*	1,000*	2,000*	22,800*	23,000*
Total Trucks, U. S.	51,138	42,155	44,152	95,290	675,965	731,686

CANADIAN TRUCK PRODUCTION

	Week Ended May 15, 1982	Week Ended May 16, 1981	Week Ended May 8, 1982	May to Date	Jan. 1 to May 16, 1981	Jan. 1 to May 15, 1982
CHRYSLER CORP.	2,543	1,987	2,501	5,044	27,717	38,352
FORD MOTOR	3,741	3,697	3,741	7,482	66,396	50,308
GENERAL MOTORS	6,028	5,342	6,447	12,475	117,410	105,445
INTERNATIONAL	270	250	272	542	4,769	4,687
Total Trucks, Canada	12,582	11,276	12,961	25,543	216,292	198,792
N. American Trucks	63,720	53,431	57,113	120,833	892,257	930,478

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended May 15, 1982	Week Ended May 16, 1981	Week Ended May 8, 1982	May to Date	Jan. 1 to May 16, 1981	Jan. 1 to May 15, 1982
AMERICAN MOTORS	600	851	610	1,210	11,973	10,210
CHRYSLER CORP.	3,440	.....	3,485	6,925	12,410	63,207
FORD MOTOR	9,081	7,423	9,041	18,122	79,822	114,065
GENERAL MOTORS	8,365	11,610	7,755	16,120	217,500	143,330
VOLVO	225	225	225	450	4,128	4,107
Total Cars, Canada	21,711	20,109	21,116	42,827	325,833	334,919
N. American Cars	148,758	192,552	143,330	292,088	2,897,205	2,161,194
N. American Trucks	63,720	53,431	57,113	120,833	892,257	930,478
North American Cars and Trucks	212,478	245,983	200,443	412,921	3,789,462	3,091,672

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.